

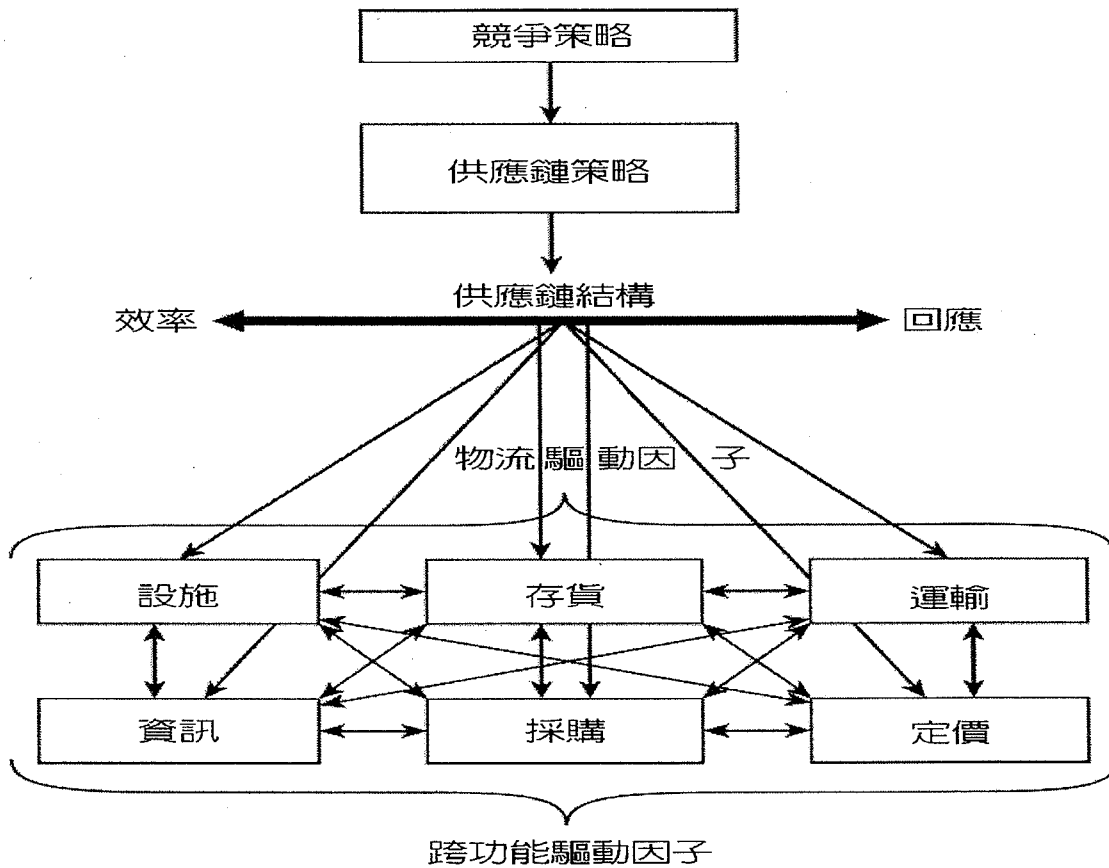
國立臺灣海洋大學 101 學年度研究所碩士班暨碩士在職專班入學考試試題

考試科目：物流總論

系所名稱：航運管理學系國際物流管理碩士在職專班不分組

1. 答案以橫式由左至右書寫。2. 請依題號順序作答。

一、(25%) 根據 *Sunil Chopra and Peter Meindl* 所寫的「Supply Chain Management」一書，供應鏈決策如下圖所示，



請說明每一驅動因子（共六大驅動因子）決策之組成，範例：因子一：設施
設施決策包含以下三大決策：

1. 位址：集中式（效率性）或是分散式（回應性）或其他
2. 產能：彈性或效率
3. 整體性抉擇：回應性與效率性

請模仿範例將存貨、運輸、資訊、採購與定價這五大驅動因子之決策組成加以說明。

二、(25%) 請根據美國供應鏈管理專業協會，CSCMP(Council of Supply Chain Management Professionals)對以下名詞寫出對應的英文全名，

範例：RFID, Radio Frequency Identification

- (1) ERP; (2) SCM; (3) 3PL; (4) JIT; (5) WTO; (6) VMI; (7) OEM;
(8) KPI; (9) ERP; (10) TEU

三、請說明運輸(Transportation)、行銷(Marketing)、物流(Logistics)與供應鏈管理(SCM)四者有何不同?(25%)

四、請將下列內容翻譯成「中文」?(25%)

Just In Time Delivery (JIT)

It has already been explained that 'just in time' delivery means that goods will arrive at the point of sale or use, just in time to be used. It is intended to reduce stock held in transit to a minimum. Just in time does not mean at the very last minute.

There are alternatives to JIT. The original concept of stockholding was **BSS – Buy, Stock, Sell** that is buy what the customer might want, hold it until sold and then replace. The obvious danger is not having the right goods when the customer wants them. This was replaced by what was called **3S – Sell, Source, Ship** where the sale triggered the supply or the replacement. A refinement of this is **BtB – Back to Back**, where the sales order triggers the sourcing, this will only work where the supply chain is very short and reliable.

The supply chain must be reliable. This is the paramount requirement, the goods must be there when required because the consequences of failure are totally disproportionate to either the costs of transport or the value of the individual item. It is very easy to see the cost and loss implications when a production line stoppage occurs because a component is missing, however it can be equally important in the retail trades. Consider the just in time supply of designer branded footwear (trainers). The manufacturer has spent very large sums in advertising and promotion and also in obtaining 'brand loyalty'; that is trying to ensure that an existing customer will ask for the same brand again. A supply chain failure means that the shop is out of stock of the brand, the customer is persuaded to try a competing brand, buys and likes it and transfers brand loyalty. The manufacturer has lost, not just that sale but future sales to that customer.

Reliability relates to:

Time: The goods must be there when needed.

Condition: They must be in useable or marketable condition, not damaged.

Correct goods: The wrong size or type is as useless as no goods at all.

As with all business decisions an important factor when designing the supply chain to support the just in time delivery is assessing the risk of failing in any one of these areas.