



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF MANAGEMENT SCIENCE

UNIVERSITY EXAMINATION FOR:

MASTER OF SCIENCE IN PROCUREMENT & SUPPLY CHAIN MANAGEMENT

BPC 5102: SUPPLY CHAIN MANAGEMENT

END OF SEMESTER EXAMINATION

ORDINARY EXAMINATIONS

SERIES: APRIL 2022

TIME: 3 HOURS

DATE: APRIL 2022

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE questions. Attempt Question ONE and any other THREE Questions

Do not write on the question paper.

Question ONE

BURUDANI CORPORATION

Burudani Corporation designs and makes fantastic new home entertainment centre with widescreen HD TV and surround sound. It performs to demanding specifications and delivers impressive results. Customer demand is growing steadily and thus there is need to keep up with demand so as to retain customers. There are points in the supply chain where products are either running out or building up too much.

The company intends to design and execute a plan to extend their supply chain to the whole of Africa and part of Europe. The CEO wants to enter the most promising Africa

and European Markets quickly, and ready to enter into further regions if prospects look good. Everyone is looking to the Supply Chain Manager to deliver the products these new stores need as effectively as possible.

Required:

- a) Advise the Supply Chain Manager on six distribution network designs he should consider so as to ensure effectiveness in delivering the firm's products (12 Marks)
- b) Appraise five strategies that the supply chain manager might use combating the obstacles in global supply chains (10 Marks)
- c) Describe four qualitative demand forecasting techniques that the firm can use so as to effectively match demand and supply (8 Marks)
- d) Examine five benefits that will accrue to Burudani corporation for retaining its customers (10 Marks)

Question TWO

- a) Describe the evolution of supply chain management as a field of study (12 Marks)
- b) Assess four activities that are most easily outsourced in an organization (8 Marks)

Question THREE

- a) Appraise three industry level initiatives that have propelled the external integration among supply chain partners (12 Marks)
- b) Evaluate four components of inventory decisions that supply chain managers can use in balancing between efficiency and responsiveness in their firms (8 marks)

Question FOUR

- a) Assess four factors that have fuelled the increasing interest in buyer-seller relationships among multinational firms (8 Marks)
- b) Describe the application of information technology in the management of supply chain macro processes (12 Marks)

Question FIVE

- a) Describe four strategies applied by industries to manage risks in their supply chains (12 Marks)
- b) Distinguish between risk hedging and agile supply chains (8 Marks)