



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR THREE
FIRST SEMESTER EXAMINATION**

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 344

COURSE TITLE: SUPPLY CHAIN MANAGEMENT

EXAMINATION DURATION: 3 HOURS

DATE: 07/12/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Define the concept of Supply Chain Management [5 marks]
- (b) Modern day supply chain management proposes the use of different supply chain information management systems for effective and efficient supply chains. By use of this statement, Discuss [10 marks]
- (c) Explain the factors that determine the Choice and Mode of Transport. [10 marks]

QUESTION TWO

- (a) Discuss the relationship between Supply Chain management with other related discipline [10 marks]
- (b) Critically examine the objective of Supply chain management [5 marks]

QUESTION THREE

- Explain the meaning of and the application of the following concepts in supply chain management. [15 marks]
- i. Production Decisions
 - ii. Inventory Decisions
 - iii. Transportation Decision

QUESTION FOUR

- (a) How can SWOT analysis be used to determine the performance of a global supply chain environment [7 marks]
- (b) Discuss the reason why do companies hold inventories [8 marks]

QUESTION FIVE

- (a) The evolution of the concept of supply chain management has been in existence for a period of almost 30 years now; highlight chronologically the historical developments and its expected future simulations. [10 marks]
- (b) Challenges in maintaining a supply chain in developing countries [5 marks]

QUESTION SIX

- (a) Discuss the enablers applicable that an organization can adapt to improve Supply chain Performance [10 marks]
- (b) Write short notes on:
- i. Vendor Managed Inventory. (VMI) [2 marks]
 - ii. Efficient Customer Response (ECR) [3 marks]

