



GARISSA UNIVERSITY

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

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 348

COURSE TITLE: SUPPLY CHAIN MANAGEMENT

EXAMINATION DURATION: 3 HOURS

DATE: 12/04/18

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) Show a critical analysis of the dimensions of supply chain management processes established by Lambert (2004). **[5 marks]**
- (b) What role does demand forecasting play on supply chain management activities **[5 marks]**
- (c) How can a buying company develop and manage a good relationship with its suppliers **[5 marks]**
- (d) “Technology is a vehicle of promoting supply chain competitiveness and performance of a business firm in today’s competitive market”. Discuss. **[10 marks]**

QUESTION TWO

- (a) Describe the components of an extended supply chain network. **[5 marks]**
- (b) ABC is an international firm marketing electronic products. The corporate level of management has advised the purchasing and supply department to streamline its inventory management system to give the company a competitive edge in the global market. Critically evaluate five interventions the company should institute to ensure effective inventory management in the international supply chain. **[10 marks]**

QUESTION THREE

- (a) Examine the core functions of supply chain management. **[5 marks]**
- (b) Describe five measures a manufacturing company should implement to ensure effective measurement of its supply chain performance. **[10 marks]**

QUESTION FOUR

- (a) Explain five interventions that an organization can institute to create an honest supplier relationship with its customers in the market. **[5 marks]**
- (b) ‘Maintaining an effective Supplier Relationship Management (SRM) is an avenue towards business growth in a competitive market’. Discuss. **[10 marks]**

QUESTION FIVE

- (a) How does a company benefit from Automatic Identification Technology (AIT) in its logistics and supply chain management? **[3 marks]**
- (b) Describe six significant contributions of Radio Frequency Identification (RFID) technology on logistics and supply chain management to international firms. **[12 marks]**

QUESTION SIX

- (a) What basic steps should be undertaken by the management in order to create an efficient and effective supply chain management process for a company? **[5 marks]**
- (b) “Multi national companies outsource goods and services for strategic, tactical and transformational reasons.” Discuss. **[10 marks]**

