



OFFICE OF THE DEPUTY CHANCELLOR
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 344

COURSE TITLE: SUPPLY CHAIN MANAGEMENT

DATE: 15/04/2024

TIME: 2.00 P.M TO 5.00 P.M

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

MAIN EXAM

BBM 344: SUPPLY CHAIN MANAGEMENT

STREAM: BBM

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Maps and diagrams should be used whenever they serve to illustrate the answer.
- iii. Do not write on the question paper.

QUESTION ONE (30 MARKS)

Supply chain management (or SCM) has always been key to industry operating smoothly, particularly when businesses see rapid growth. However, the covid 19 pandemic emphasized just how important this function is. Many companies rely on global supply chains so when borders are shut, factories closed, or regular freight schedules are interrupted, this creates issues within the entire supply chain network.

Logistics and supply chain management includes the procurement, storage and dispatch of goods. This can range from raw materials to finished products ready for retail. Each supply chain is often part of a larger supply chain. So, for example, a wholesaler that builds furniture will have clients like department stores, and the end user for a department store is a customer who may be shopping in-store or online. Either way, it is likely that the furniture will need to be delivered, which then requires logistics to make sure that the right item is delivered to the right address on the right day in the most efficient way possible. When considering the management system for all these processes, the aim is to make it as streamlined and economically viable as possible in order to operate at a profit. This is referred to as the value chain.

Required:

- a) Explain supply chain management and its objectives to business firms (10 marks)
- b) Discuss the category of the decision phases of supply chain that managers may have to make in dispensing their duties. (6 marks)
- c) Differentiate between pull/push view of a supply chain and cycle view of a supply chain (4 marks)
- d) Clearly elaborate of the factors which influencing Network Design Decisions in supply chain management (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the factors that inhibit the successful implementation of sustainable procurement practices. (10 marks).
- b) Elucidate in details the sustainable supply chain management practices (10 marks)

QUESTION THREE (20 MARKS)

- a) List and explain five sources of information that supply chain managers can rely on to get supplier information (10 marks)
- b) Explain the role which information technology plays in supply chain management (10 marks)

QUESTION FOUR (20 MARKS)

- a) Define the term procurement and discuss the procurement processes as a means of acquiring goods, works or services for a procuring entity? (10 marks)
- b) Discuss the factors that that can influence the decision of performing functions in-house or whether to outsource (10 marks)

QUESTION FIVE (20 MARKS)

- a) Assume that you work in the retail industry as a supply chain manager. Explain how you could apply Just In Time and the risks that come with it (10 marks)
- b) Justify the reason that could prompt a firm to hold inventories even though it may end up tying a firm's working capital. (10 marks)