

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCP 312

COURSE TITLE: STRATEGIC SUPPLY CHAIN MANAGEMENT

DATE: 02/08/2021

TIME: 2.00PM-4.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

- a) Examine the difference between lean and agile approaches in production (6Marks)
- b) Identify FOUR causes of bullwhip effect in global supply chain (4 Marks)
- c) Explain the following terms as used in strategic supply chain management
 - i. Demand forecasting. (2marks)
 - ii. Inventory management (2marks)
 - iii. Customer order processing (2marks)
 - iv. Lean manufacturing (2marks)
 - v. Reverse logistics (2marks)
- d) Propose FIVE measures that organizations may take in their manufacturing operations in order to minimize environmental impacts (5marks)
- e) Appraise FIVE merits of using automated system to manage inventory in an organization (5marks)

QUESTION TWO

- a) Discuss how supply chain management can be used to gain competitive advantage in an organizations (10marks)
- b) Recommend FIVE actions that firms can take to minimize demand distortion caused by the bullwhip effect across supply chains (10 Marks)

QUESTION THREE

- a) Evaluate FIVE benefits an organization accrue from using outsourcing as a business strategy (10marks)
- b) Advise your organization on FIVE Enablers of supply chain Performance (10marks)

QUESTION FOUR

- a) Assess FOUR advantages that would accrue to an organization for using scenario analysis in supply chain risk management. (8marks)
- b) Suggest six steps that organizations should follow in carrying out effective value analysis (12marks).

QUESTION FIVE

- a) With relevant examples, discuss the factors which facilitate performance of supply chain (10marks)
- b) Define what is strategic alliance (2marks)
- c) Discuss the benefits a firm may accrue from a strategic alliance arrangement giving examples. (8marks)