



MUEO

# **MOI UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR (A R&E)

## **UNIVERSITY EXAMINATIONS**

**2017/2018 ACADEMIC YEAR**

*THIRD YEAR END OF SEMESTER EXAMINATIONS*

## **FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE:**           BBM 344

**COURSE TITLE:** SUPPLY CHAIN MANAGEMENT

**DATE:** 11<sup>TH</sup> DECEMBER, 2018

**TIME:** 9.00AM-12.00 PM

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### **INSTRUCTION TO CANDIDATES**

- SEE INSIDE

THIS PAPER CONSISTS OF (3) PRINTED PAGES

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## **BBM 344: SUPPLY CHAIN MANAGEMENT**

**Instructions: Answer Question ONE and any other THREE Questions**

### **QUESTION ONE.**

- a) Explain the need to align ~~to align~~ supply capabilities with the needs of the end customer. ( 13 Marks)
- b) Expound on what is meant by the term value in supply chain and show how value can be measured in a supply context. ( 12 Marks)

### **QUESTION TWO.**

- a) Identify the potential sources and causes of risks in global supply chains. ( 8 Marks)
- b) How has the role and performance of supply chain been enhanced by the growth of technology ( 7 Marks)

### **QUESTION THREE.**

Discuss the challenges facing international logistics and how supply chains can be organized to meet such challenges. (15 Marks)

### **QUESTION FOUR.**

Discuss the role and importance of the elements of customer service and how they can be enhanced to increase productivity in logistics firms. (15 Marks)

### **QUESTION FIVE.**

- a) Discuss the Inventory Management techniques in Supply Chain Management. (10 Marks)
- b) Expound on the reasons for Holding Stock in Inventory Management. (5 Marks)