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GABA CAMPUS – ELDORET
MAIN EXAMINATION
SEPTEMBER – DECEMBER 2022 TRIMESTER
SCHOOL OF BUSINESS
BACHELOR OF COMMERCE
DEPARTMENT OF MARKETING AND MANAGEMENT
CMM 421: SUPPLY CHAIN MANAGEMENT

Date: December 2022	Duration: 2 Hours
Instructions: Answer Question ONE and any other TWO Questions	

QUESTION ONE

- a) Supply chain management is critical in modern business. Discuss. **(10marks)**
- b) Discuss the major drivers of supply chain performance **(10 Marks)**
- c) Identify and elaborate on the key factors that are considered when designing a distribution network. **(10 Marks)**

QUESTION TWO

- a) Discuss the role of network design in a Supply Chain **(10 Marks)**
- b) Explain the advantages of using information communication technology in supply chain activities. **(10 Marks)**

QUESTION THREE

- a) What is outsourcing? Explain its advantages to the supply chain in organizations **(10 Marks)**
- b) A company must be knowledgeable about numerous factors that are related to the demand forecast before it can select an appropriate forecasting methodology. Discuss the different classifications of the forecasting methods available in supply chain. **(10 Marks)**

QUESTION FOUR

a) Discuss the factors that hinder the achievement of strategic fit in a supply chain

(10 Marks)

b) Identify and discuss the major inventory-related decisions that supply chain managers must make to effectively create more responsive and more efficient supply chains

(10 Marks)

END

DEC. 22. DTE