



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

**MAY – JULY 2016 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**REGULAR PROGRAMME**

**CMM 421: SUPPLY CHAIN MANAGEMENT**

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**Date: JULY 2016**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) In supply chain management, location decision are considered to be very important and strategic decisions. Explain by giving concrete examples why it is important and why it is considered strategic decision. **(8 marks)**
- b) In what ways would proper inventory management contribute towards the creation of the “best value” for the end consumer? What are the most critical variables that affect the total inventory costs that we need to pay a particular attention? Why? Explain. **(7 marks)**
- c) In general what are the steps that are used to consider to manage the transportation activities of the entire chain of a company of global operations? How would you select a carrier for partnership? And when would you go for it? Explain. **(8 marks)**
- d) In a meeting of SC partners, one group argued in favour of “responsible sourcing” and another for “low cost sourcing” Discuss the possible effect of these sourcing strategies. **(7 marks)**
- Q2. In regard to supply chain logistics, explain
- a) Trends of supply chain logistics **(10 marks)**
- b) One key strategy for each trend regarding people, process, technology, network and community. **(10 marks)**

Q3. Regarding demand management explain

- a) What does demand management include? (strategy and operation) **(10 marks)**
- b) Synchronizing the supply chain **(5 marks)**
- c) Reduce variability and increase flexibility **(5 marks)**

Q4. Discuss the following

- a) “The bull-whip affect is the result of irrational decisions taken by managers in the supply chain” **(10 marks)**
- b) “There is no way of knowing that a supply contract management is successful.” **(10 marks)**

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