



**THE CATHOLIC UNIVERSITY OF EASTERN AFRICA**

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**MAIN EXAMINATION**

**JANUARY – APRIL 2019 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**ODEL PROGRAMME**

**CMM 421: SUPPLY CHAIN MANAGEMENT**

**Date: APRIL 2019**

**Duration: 2 Hours**

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

Q1. As the service sector grows in size and importance in many economies, the challenges of defining, measuring, and assuring quality of services are even bigger concern to supply managers. The challenges include adapting and applying quality tools such as lean thinking to services operations, certifying or partnering with service providers and managing supplier relationships as more different services are outsourced and moved offshore. This puts pressure on supply chain managers to develop the knowledge and skills sets of people and adopt processes and technology appropriate to services.

a) Given the current challenges faced by supply chain managers discuss how collaborative supplier relationship can serve as a solution.

**(10 marks)**

b) Examine the management practices that can help companies increase their quality and productivity.

**(10marks)**

c) Explain how customer service strategy can be used to improve service quality and supply chain competitiveness.

**(10marks)**

Q2. a) Demand Planning helps firms improve manufacturing facility processes. Discuss this statement in relation to variability and flexibility in demand.

**(10**

**marks)**

- b) Outsourcing is paramount in any business supply chain, explain why it is important to outsource. **(10 marks)**
- Q3. a) With an increasing global network, today's customers are exposed to global lifestyle, products and brands. This necessitates that supply chain firms should embrace e-commerce. Discuss the positive implications of e-commerce for supply chain.
- b) Write short notes on:  
a) Reverse auction. **(5 Marks)**  
b) Bullwhip effect. **(5Marks)**
- Q4. a) Discuss how Total Quality Management (TQM) contributes to the improvement and maintenance of quality across supply chains. **(10Marks)**
- b) i) What are the major transport modes? in each case highlight its advantages and disadvantages. **(5 marks)**
- ii) Facility location decisions are strategic, highlight how these decisions can affect efficiency of supply chain. **(5marks)**

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