

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

***THIRD* YEAR *SECOND* SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 348**

**COURSE TITLE:** **SUPPLY CHAIN MANAGEMENT**

**DATE: TIME:**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **THREE** questions

*This paper consists of ONE printed page. Please turn over.*

**QUESTION ONE (compulsory)**

1. Clearly, bring out the differences between supply chain and logistics. (5marks)
2. Discuss any five drivers of supply chain performance? (10marks)
3. Explain five benefits of applying supply chain management in the procurement process of an organization. (10 marks)

**QUESTION TWO**

1. Sovereign is a producer of chair lifts for the use in homes, hospitals and hotels and makes deliveries to all this institutions. Describe the participants in this supply chain. (15 marks)

**QUESTION THREE**

1. Name and explain the main parts of a store? (5 marks)
2. Explain any five reasons why a supply chain manager should study the environment before locating a store in a specific place. (10 marks)

**QUESTION FOUR**

1. Discuss any three types of inventories. (5 marks)
2. Choose any organization of your choice and discuss five reasons necessary to hold inventory. Be innovative and relevant. (10 marks)

 **QUESTION FIVE**

Critically discuss the following:

1. Merchandise management. (5 marks)
2. Retail merchandising. (5marks)
3. Supply chain planning. (5 marks)