



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
(PROCUREMENT OPTION) WITH INFORMATION TECHNOLOGY**

CITY CAMPUS

ABA 335: SUPPLY CHAIN MANAGEMENT

Date: 8th June, 2017

Time: 5.30 - 8.30 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.
- Question ONE carries 25 marks and the rest 15 marks each.



QUESTION ONE (Compulsory) (25 marks)

(a) (i) Explain the meaning of the concept of Supply

Chain Management.

(3 marks)

(ii) State the main objectives of Supply Chain Management (4 marks)

(b) Distinguish between the Cycle View and Push/Pull View of a Supply Chain.

(6 marks)

(c) Elucidate on the major Supply Chain macro- processes in a firm.

(6 marks)

(d) Describe the Decision phases in Supply Chain Management.

(6 marks)

QUESTION TWO

(15 marks)

(a) Describe the historical developments in Supply Chain Management.

(5 Marks)

(b)(i) Distinguish between vulnerability and resilience in a Supply Chain.

(4 marks)

(ii) Enumerate types of risks a supply chain is vulnerable to and state ways in which to manage Supply Chain Risks.

(6 marks)

QUESTION THREE

(a) Explain how a firm can achieve a strategic fit between the supply chain and competitive strategies.

(8 marks)

(b) Describe the issues that affect strategic fit Decision

(7marks)

QUESTION FOUR

Discuss the major drivers of Supply Chain Performance and explain the role each driver plays in creating strategic fit. (15 marks)

QUESTION FIVE

(15 marks)

- (a) "Determining Supply Chain Challenges before they happen is critical to Supply Chain Management (SCM) success."

In light of the above statement, point out issues to take note of in order to achieve successful implementations. (8 marks)

- (b) Differentiate between Supply Chain Optimization and SCM while identifying important factors in supply chain optimization. (7marks)