



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

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

MAIN CAMPUS

ABA 336: SUPPLY CHAIN PROCESSES

Date: 21st February, 2018

Time: 12.00 - 3.00 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.



QUESTION ONE (Compulsory) (25 marks)

- (a) Define the term Supply Chain and state the objectives of Supply Chain Management in a firm. (7 marks)
- (b) Discuss the pull and push views of a Supply Chain Process. (6 marks)
- (c) Describe 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) Elucidate on the origins and evolution of Supply Chain Management. (8 Marks)
- (b)(i) Enumerate types of risks a supply chain is vulnerable to. (3 marks)
- (ii) State ways in which to manage Supply Chain Risks. (4 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) Discuss some of the issues to take note of in order to achieve a successful implementation of Supply Chains. (8 marks)
- (b) Distinguish between Supply Chain Optimization and SCM while identifying important factors in Supply Chain optimization. (7marks)