

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2017/2018 ACADEMIC YEAR**

***THIRD YEAR SECOND* SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 348**

**COURSE TITLE: SUPPLYCHAIN MANAGEMENT**

**DATE: 22ND AUGUST, 2017 TIME: 11.00 AM- 1.00 PM**

**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of TWO printed pages. Please turn over.*

**QUESTION ONE**

1. Define the following terms
2. Supply chain management
3. Logistics management
4. Supply chain network (6marks)
5. Discuss the ROLE of supply chain management (6 marks)
6. Explain the drivers of supply chain performance (13marks)

**QUESTION TWO**

1. Success of a supply chain is determined by the level and types relationships. Discuss the types of relationships that can be established (8marks)
2. Firms no longer use outsourcing for only non-core activities within the supply chain it’s for the strategic value .discuss the strategic reasons why firms outsource (7marks)

**QUESTION THREE**

1. Differentiate between
2. Internal integration and external Integration (4marks)
3. Financial and non-financial performance measures (4marks)
4. Explain the various phases in which supply chain decisions are taken (7marks)

**QUESTION FOUR**

1. Discuss cousins supply chain model (7marks)
2. Performance measurement is inevitable to gauge the success of a supply chain. State and explain three reasons for measuring the performance of the supply chain. (8marks)

**QUESTION FIVE**

1. The network design in supply chain concentrates mainly on the development of multi-stage stochastic optimization methods. Discuss factors affecting network design decisions. (10marks)
2. Discuss three supply chain design models (5marks)