KENYATTA UNIVERSITY

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING (DSVOL)

EXAMINATION FOR THE DEGREE OF MASTERS OF BUSINESS ADMINISTRATION

BMS 832: STRATEGIC SUPPLY CHAIN MANAGEMENT

1st Trimester 2021/2022 **TIME: 3 Hrs**

INSTRUCTIONS: Answer question one and any other three questions

Question one: 40 marks

Organizations always seek to have an efficient system of running operations. If operations are running smoothly, an organization can cut costs and increase its profitability. Since there are so many organizations offering the same goods or services, competition becomes very fierce. For an organizations that wants to stay ahead of competition, efficiency in the supply chain is no longer an option but a priority. Each organization must therefore device techniques of streamlining its supply chain. Simply put, there must be a precise management of movement of goods along the chain. Simply put, there must b a precise management of movement of goods along the chain. From suppliers, the actual productions until the goods get to the intended customer. Time and quantities of those good is essential to ensure minimal wastage and maximum satisfaction of customers.

a) Discuss any five problems that are addressed by supply chain management. (10 marks)

b) Discuss five challenges that affect supply chain in delivering its mandate to its customers. (10 marks)

c) Explain the functions of the supply chain (10 marks)

d) Expound on any five drivers of supply chain management (10 marks)

Question Two: 20 marks

Supply chain risk management has been on the agenda for most supply chain organization. There are countless risks that are associated with doing business on daily basis.

a) Discuss any of the five risks (10 marks)

b) Explain the evolving supply chain practices that have changed both the nature and the level of supply chain risks. (10 marks)

Question Three: 20 marks

a) In era of outsourcing, third party logistics can add value to the existing supply chains. Discuss (10 marks)

b) Explain the criteria organizations uses to determine a capable supplier while outsourcing. (10 marks)

Question Four: 20 marks

a) Discuss the key supply chain KPIs that the entire supply chain performance must be measured. (10 marks)

b) Explain the enablers of supply chain performance that has helped firms and nations in reducing supply chain costs. (10 marks)

Question Five: 20 marks

a) Discuss the principles of lean supply chain according to Womack & Jones. (10 marks)

b) Explain any five mutually reinforcing lean practices of lean supply chain. (10 marks)