



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DEGREE OF MASTER OF SCIENCE IN PROCUREMENT AND  
SUPPLY CHAIN MANAGEMENT**

**(CITY CAMPUS - EVENING)**

**MSM 802: SUPPLY CHAIN PLANNING AND DESIGN**

Date: 7<sup>th</sup> April, 2014

Time: 5.30 - 8.30 p.m.

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**INSTRUCTIONS:**

- **Answer ANY FOUR questions.**



**Question 1**

Supply chains focus on cost efficiency and customer service in order to improve their efficiency frontier. Discuss the elements of customer service a supply chain concerns itself with. (15mks)

**Question 2**

Discuss the kinds of inventory that supply chain planning and design must be concerned with. (15mks)

**Question 3**

a) Supply chain design tries to minimize costs associated with transportation while consolidating the gains of efficiency and effectiveness. When faced with multiple sources and destinations different approaches may be used for delivery. Explain these approaches (5mks)

b) Discuss types of transport available for consideration in the supply chain decision making. (10mks)

**Question 4**

Supply chain facilities serve different strategic roles. Explain these roles. (15mks)

**Question 5**

Explain the role of technology in supply chain planning and design (15mks)

**Question 6**

Discuss the ethical issues that must be considered in planning and designing supply chains (15mks)