



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

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

**(CITY CAMPUS - EVENING)**

**MSM 810: SUSTAINABLE SUPPLY CHAIN MANAGEMENT**

Date: 16<sup>th</sup> July, 2014

Time: 5.30 - 8.30 p.m.

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**INSTRUCTIONS:**

- Answer Question ONE and any other THREE questions.



### **Question One (Compulsory – 30 marks)**

- (a) Distinguish between sustainable supply chain management and green supply chain management (4 Marks)
- (b) Explain how the practice of green supply chain management could contribute to the economic “bottom-line” in an organization (10 Marks)
- (c) Critically evaluate the green supply chain management practices in an organization (16 Marks)

### **Question Two**

Analyze the benefits of the practice of green supply chain management to the following groups:

- i. The general society (5 Marks)
- ii. The Purchasing and Supply process (5 Marks)

### **Question Three**

Discuss the drivers of the Green Supply Chain Management in a corporate body (10 Marks)

### **Question Four**

Analyze the obstacles or challenges faced by organizations implementing green supply chain management (10 Marks)

### **Question Five**

Sustainable supply network is perceived as a much wider approach than green supply chain management. Examine the strategies it uses (10 Marks)

### Question Six

Briefly explain the following terms:

- (i) Green purchasing (2 Marks)
- (ii) Green logistics (2 Marks)
- (iii) Reverse logistics (2 Marks)
- (iv) Environmental value chain (2 Marks)
- (v) Upstream steering (2 Marks)