

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2018/2019

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR SUPPLY CHAIN MANAGEMENT**

**HSM 2204 : SUPPLY CHAIN MANAGEMENT**

**DATE: APRIL 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER**

**TWO QUESTIONS.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**QUESTION ONE (30 MARKS)**

(a) (i) What do you understand by the term ‘supply chain value’? [2 marks]

(ii) Discuss the activities that are involved in the value chain as descried by

Michael Porter and show how they are linked to each other. [10 marks]

(b) What is outsourcing and explain its advantages to the supply chain organizations.

[8 marks]

(c) Highlight the principles of business process re-engineering in the supply chain.

[5 marks]

(d) Analyze the advantages of six sigma to organizations in the supply chain.

[5 marks]

**QUESTION TWO (20 MARKS)**

(a) Discuss the importance of measuring performance within the supply chain and the challenges that are faced in measuring performance. [10 marks]

(b) Explain the advantages of using information communication technology in supply chain activities. [10 marks]

**QUESTION THREE (20 MARKS)**

(a) Discuss the importance of undertaking supplier development. [10 marks]

(b) Describe different inventory control techniques that can be used to ensure adequate stock is held in the supply chain by different supply chain partners. [10 marks]

**QUESTION FOUR (20 MARKS)**

Supply chain integration improves the performance of a supply chain organization as a whole. Explain an appropriate approach that can be used to determine the level of integration. [20 marks]