



STRATHMORE UNIVERSITY BUSINESS SCHOOL
BACHELOR OF SCIENCE IN SUPPLY CHAIN & OPERATIONS MANAGEMENT
END OF SEMESTER EXAMINATION
SCM 1202: BEHAVIOURAL SUPPLY CHAIN AND SUPPLY CHAIN PSYCHOLOGY

DATE: Mon, 4th March 2024

Time: 10:30 – 12:30

Instructions

Answer SECTION A (**COMPULSORY**) and any other **TWO** questions in SECTION B.

SECTION A

QUESTION ONE

- a. As a student undertaking a Bachelor of Science in Supply Chain & Operations Management, provide four reasons of the importance of taking the course, Behavioral Supply Chain and Supply Chain Psychology. **(10 MARKS)**
- b. Using a simple diagram, discuss how Carl Jung's theory of psychological preferences, affects a person's personality and behavior, using examples. **(10 MARKS)**

TOTAL 20 MARKS

SECTION B

QUESTION TWO

- a. Using examples, briefly explain four implications of Ivan Pavlov on Supply Chain & Operations Management. **(8 MARKS)**
- b. Discuss **Three** strategies employed by effective leaders to instill and evolve a positive and adaptive culture within their teams or organizations. **(6 MARKS)**
- c. Briefly explain how the following affect cognition.
 - i. Age
 - ii. Emotional states
 - iii. Nutrition**(6 MARKS)**

TOTAL 20 MARKS

QUESTION THREE

- a. Provide four real-life examples illustrating the impact of high Emotional Intelligence in Supply Chain & Operations Management. **(10 MARKS)**
- b. Evaluate five challenges of Teletherapy and Online Counseling from a Behavioral Psychology standpoint. For each challenge, indicate the best ways to address it. **(10 MARKS)**

TOTAL 20 MARKS

QUESTION FOUR

- a. Discuss four roles of formal education and industry experience in shaping effective leaders in the field of Supply Chain & Operations Management. **(8 MARKS)**
- b. Provide three practical examples from real-life situations in the field of Supply Chain & Operations Management where and how heuristics are commonly employed. **(6 MARKS)**
- c. Discuss three strategies employed by individuals and groups to navigate power dynamics

(6 MARKS)

TOTAL 20 MARKS

QUESTION FIVE

- a. Write short notes on the following:
 - i. Staffing
 - ii. Talent Management
- c. Provide 4 ways how Psychological Contracts influence the employment relationship, focusing on both the employee and organizational perspectives. **(10 MARKS)**

(10 MARKS)

TOTAL 20 MARKS