



**STRATHMORE BUSINESS SCHOOL**  
**BACHELOR OF SCIENCE IN SUPPLY CHAIN AND OPERATIONS MANAGEMENT**  
**END OF SEMESTER EXAMINATION**  
**SCM 2205: FOOD AND WOOD SUPPLY CHAIN**

**DATE:** Wednesday, 18<sup>th</sup> December 2024

**TIME:** 10:30 – 12:30

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**INSTRUCTIONS:**

Answer Question **One** and any other **two**

**Question One** (30 marks)

based on *“Orange juice squeezed by Brazil”*

- a) Define Supply chain risk stating which kind of risk referred to in the article [4 marks]
- b) Discuss how juice manufacturers in Spain and the United States can help address the challenges caused by the shortage of Brazilian orange juice due to reduced productivity. [10 marks]
- c) Discuss **four** other challenges, other than disease and drought farmers can face in orange supply chain. [8 marks]
- d) Sustainability is important along the orange supply chain. Suggest four ways of making the Brazilian orange supply chain more sustainable. [8 marks]

**Question Two** (20 marks)

- a) Discuss the importance of trust in wood supply chain [10 marks]
- b) Aggregators(co-operatives) play an important role in African food supply chains. Explain. [10 marks]

**Question Three** (20 marks)

- a) Discuss the challenges faced by saw millers in the wood supply chain [10 marks]
- b) Explain **five** key roles of technology in food logistics [10 marks]

**Question Four****(20 marks)**

- a) Discuss the factors that influence consumer preferences for wood products and how it affects the supply chain. **[12 marks]**
- b) What are the similarities between the food and wood supply chain in Kenya? **[8 marks]**

**Question Five****(20 marks)**

- a) Fairdeal furniture is one of the largest retailers in Kenya. It is facing fluctuating demand due to seasonal trends. Describe how they can forecast to predict future demand and make inventory decisions. **[10 marks]**
- b) Evaluate the role of reforestation and afforestation in the wood supply chain. **[10 marks]**