



**STRATHMORE BUSINESS SCHOOL**  
**BACHELOR OF SCIENCE IN SUPPLY CHAIN AND OPERATIONS**  
**MANAGEMENT**  
**END OF SEMESTER EXAMINATION**  
**SCM 1104: SUPPLY CHAIN MANAGEMENT OVERVIEW**

**DATE:** Tue, 22<sup>nd</sup> October 2024

**TIME:** 15:30 – 17:30

**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer Question **ONE (COMPULSORY)** and any other **TWO** questions

**QUESTION ONE**

**(40 Marks)**

- 1) You have just been employed by Coca-Cola Limited in Nairobi, Kenya, and you realize that the company is struggling with its sales. One of the reasons for this failure is associated with inefficiencies in the supply chain. Advise Coca-Cola Limited on how to create a supply chain strategic fit for the company. **(9 Marks)**
- 2) Distinguish between demand uncertainty and implied demand uncertainty. **(2 Marks)**
- 3) Using the supply chain coffee case, study used all throughout class, tier the focal company's network up to two levels. **(5 Marks)**
- 4) Explain any **FOUR** supply chain stages in the coffee supply chain case study. **(8 Marks)**
- 5) Outline the **FOUR** components of Logistics Management. **(4 Marks)**
- 6) You are starting a yogurt manufacturing company, and from your demand analysis, you notice top-notch quality is a prerequisite for supply chain success. Explain any **SIX** dimensions of yogurt quality that you need to achieve to elevate the supply chain performance of your plant. **(9 Marks)**
- 7) Outline the **THREE** elements of the triple constraint in project management for enhanced supply chain projects. **(3 Marks)**

**QUESTION TWO**

**(10 MARKS)**

You have been employed as a demand forecaster in one of the fast moving consumer goods company in Nairobi, Kenya. Your first assignment is to come up with a demand forecasting framework. Explain the steps to effective demand forecasting. **(10 Marks)**

**QUESTION THREE****(10 MARKS)**

- i. Discuss **THREE** fundamental tenets of behavioral supply chain and supply chain psychology. **(9 Marks)**
- ii. Outline **TWO** key elements of supply chain psychology. **(1 Marks)**

**QUESTION FOUR****(10 MARKS)**

As a newly employed sourcing manager in XYZ company, you have been tasked to present to the board on the importance of effective sourcing and the burdens of outsourcing.

1. Using any **TWO** points, explain the importance of effective sourcing. **(4 Marks)**
2. Using any **THREE** points, discuss the burden of outsourcing to a company. **(6 Marks)**

**QUESTION FIVE****(10 MARKS)**

- 1) Discuss any **THREE** components of facilities decisions as a critical driver in achieving supply chain performance. **(7.5 Marks)**
- 2) Explain your understanding of a facility. **(2.5 Marks)**