END OF SEMESTER EXAM

DECEMBER 2021

COURSE CODE: BCM 211
COURSE TITLE: FUNDAMENTALS OF PURCHASING AND SUPPLY MANAGEMENT

Lecturer: Mr. D. NDONYE

Instructions

This paper contains six questions each 10 marks. Attempt total four questions. Question 1 is compulsory.

QUESTION 1 (Compulsory)

(a) Describe the role of customer relationship management (CRM) in supply chain management. **(2 marks)**

(b) Outline TWO types of valued customers that CRM focusses on **(2 marks)**

(c) Explain any THREE critical concerns facing many organizations with respect to procurement that necessitate the need for efficient management of the function. **(6 marks)**

QUESTION 2

(a) The concept of supply chain management in business world comprises of three elements. Outline any TWO. **(2 marks)**

(b) Explain FOUR dimensions of the strategic challenges of globalization on supply chain management. **(8 marks)**

QUESTION 3

(a) Giving an example in each case, differentiate between the terms "conflict of interest" and "confidentiality" as they relate to ethics in supply chain management. **(4 marks)**

(b) Elements perceived as critical in customer service can be grouped into three distinctive phases representing the interface between the firm and its customers. Discuss TWO examples of elements in each of the three phases **(6marks)**

QUESTION 4

a) Demand of products drives supply and subsequently production plans, which in turn dictate the company's financial, logistics, and marketing plans. Describe the FOUR steps which a typical demand management process may take. **(4 marks)**

b) Explain the SIX phases involved in product development. **(6 marks)**

QUESTION 5

(a) Explain TWO main business processes that typically comprise the supply chain process. **(4 marks)**

(b) Citing examples, discuss THREE unethical supply chain behaviors. **(6 marks)**

QUESTION 6

(a) Define ethics in the context of supply chain management. **(2 marks)**

(b) Explain FOUR dimensions of strategic **opportunities** of globalization on supply chain management. **(8 marks)**