



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF COMMERCE

END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: BCM 211

COURSE TITLE: FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT

ROYSAMBU CAMPUS

EXAM DATE:

TIME:

INSTRUCTIONS

- This examination script consists of **six (6)** questions.
 - Answer question ONE and ANY other three Questions.
 - Show all your workings
 - Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

QUESTION ONE

Using relevant examples, distinguish between the following terms:

- i) Supply chain management and logistics (5marks)
- ii) Customer relationship management and customer service management (5marks)

QUESTION TWO

- a) Explain any two basic components of supply chain management process. In each case provide a relevant example (4marks)
- b) Explain any three basic ingredients of customer relationship management in a manufacturing company (6marks)

QUESTION THREE

- c) Explain the two guiding principles of supplier relationship management (4marks)
- d) Describe various strategies used in product development life cycle in order to encourage more product adoption and hence higher sales volume (6marks)

QUESTION FOUR

- a) Using relevant examples, discuss any two objectives of supply chain management (4marks)
- b) Discuss any three benefits accrued to supplier from a good supplier-customer relationship management. Provide an example in each (6marks)

QUESTION FIVE

Describe the eight steps involved in new product development in a manufacturing company. In each step, provide a relevant examples (10marks)

QUESTION SIX

‘Companies in any supply chain must make decisions individually and collectively regarding their actions in production, inventory, location, transportation and information’. Discuss this statement using relevant examples (10marks)