



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END TERM EXAMINATION-ONLINE

DEPARTMENT: BUSINESS – DIPLOMA

COURSE CODE: FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT

ANSWER FOUR QUESTIONS ONLY

{10 MARKS EACH}

SECTION A

QUESTION ONE { COMPULSORY}

{10 MARKS}

1. The sequence of a typical manufacturing supply chain is
 - A. Storage–Supplier–manufacturing–storage–distributor–retailer–customer
 - B. Supplier–Storage–manufacturing– distributor–storage–retailer–customer
 - C. Supplier–Storage–manufacturing–storage–distributor–retailer–customer
 - D. Supplier–Storage–manufacturing–storage– retailer–distributor–customer
2.is the provision of service to customers before, during and after a purchase.
 - A. Product Management
 - B. Purchase management
 - C. Customer Service
 - D. Logistics Management
3. Which one of the following best represents a Physical good?
 - A. Microsoft teams meeting
 - B. Attending a play
 - C. A mobile phone
 - D. Vehicle repair

4. The first thing that the consumer in supply management will notice about the product is the of the product.

- A. Price
- B. Expiry date
- C. Bar code
- D. Packaging

5. The most common form of quality control includes:

- A. Planning
- B. Organizing
- C. Inspection
- D. Directing

6. Which of the following is true for supply chain management?

- A. The physical material moves in the direction of the end of chain
- B. Flow of cash backwards through the chain
- C. Exchange of information moves in both the direction
- D. All of the above

b) Discuss **two** objectives of supply chain management

(4mks)

SECTION B ANSWER THREE QUESTIONS ONLY

{10 MARKS EACH}

QUESTION TWO

10 MARKS

a) Highlight **Four** principles of purchasing in supply chain management

(4mks)

b) You have been asked to give a presentation on the **three** factors you would consider when choosing new supplier. Explain your answer

(6mks)

QUESTION THREE

10 MARKS

a) Highlight **two** tasks involved in procurement

(2mks)

b) Outline **two** advantages of an effective supplier relationship management

(2mks)

c) Explain **three** ways you would put in place to improve your customer service management

(6mks)

QUESTION FOUR

10 MARKS

a) Name **two** types of order fulfillment in supply chain management

(2mks)

- b) Discuss **two** challenges of order fulfillment in supply chain management (4mks)
- c) Explain **two** benefits of value-added services to your business (4mks)

QUESTION FIVE

10 MARKS

- a) The Chartered Institute of logistics and transport came up with 7Rs of logistics. Outline **Two** of them (2mks)
- b) Discuss the importance of material management in supply chain in your organization (4mks)
- c) Explain **two** challenges you are likely to face as you get involved with global supply chain activities (4mks)

QUESTION SIX

10 MARKS

- a) Outline **two** principles of Customer Relationship Management (2mks)
- b) Giving an example in each case, define the following terms;
 - i) Direct procurement (2mks)
 - ii) Indirect procurement (2mks)
- c) Explain **Two** limitations of Customer Relationship Management (4mks)