



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: THURSDAY

TIME: 2.00PM

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

- a) 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) Describe any three basic ingredients of customer relationship management in a manufacturing company (6marks)

QUESTION THREE

- a) Discuss the three pillars of return management (4marks)
- b) 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

- a) Explain the term demand management (2marks)
- b) Using relevant examples, describe the four stages of demand management that can be applicable in a manufacturing firm (8marks)