



**PAN AFRICA CHRISTIAN UNIVERSITY  
BACHELORS OF COMMERCE  
END OF TERM EXAMINATION  
DEPARTMENT: BUSINESS  
COURSE CODE: BCM 211  
COURSE TITLE: FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT**

**EXAM DATE: TUESDAY**

**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**

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**

- c) Discuss the three pillars of return 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 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)