

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
MASTER OF SCIENCE IN MARKETING
SUPPLY CHAIN MANAGEMENT CBU 5202
TIME ALLOWED: 3 HOURS 30 MINUTES

Instructions to Candidates

- i) Section A is compulsory.
- ii) Answer any three questions from section B.
- iii) Questions can be answered in any order.
- iv) As much as possible use relevant examples.

SECTION A

QUESTION 1

Read the case and answer the following questions.

- a) Discuss the impact of E- Business on supply chain that is outlined in the case study. **[20 Marks]**
- b) From the case, outline the role of information Technology (IT) and its advantages to members of Supply Chain. **[10 Marks]**
- c) Discuss strategies that can be put in place by organizations , to monitor activities and measure performance of their supply chains? **[5 Marks]**
- d) Can E-business or IT be applied to Zimbabwean business to have effective supply chain management? Support your answer. **[5 Marks]**

SECTION B

QUESTION 2

Many commentators argue that effective management of supply chain begins and ends with the customer. How appropriate is this argument in supply chain management? **[20 Marks]**

QUESTION 3

As a management consultant, you have been invited to present a paper entitled, “An analysis of the forecasting methods used in supply chain management” at a conference for top Zimbabwean supply chain managers. Prepare a draft of your presentation. **[20 Marks]**

QUESTION 4

As a supply chain manager of a leading Zimbabwean company, you have been tasked by the Board of Directors to present a report.

i) Justifying the need for quality management in the supply chain. [4 Marks]

ii) Illustrating how the costs of quality impact on supply chain performance. Summarise what your report will cover. [16 Marks]

QUESTION 5

Outline the Principles of JIT and explain how they differ with operational management practices in Zimbabwe. [20 Marks]

QUESTION 6

Annual demand for production of fancy Jeans is 20000 units. Ordering cost is \$50. Holding cost per year is \$20 cost each item is \$100 and lead time is 5 days.

Calculate the following:

- a) The economic Order Quantity (EOQ) [5 Marks]
- b) Annual Holding Cost [5 Marks]
- c) Annual Ordering Cost [5 Marks]
- d) Reorder point [5 Marks]

QUESTION 7

a) Identify any business in your company and determine what mode of transportation is used to supply them. [5 Marks]

b) Explain the advantages and disadvantages of outsourcing in Supply Chain. [10 Marks]

c) Discuss the importance of distribution channels with reference to any organization of your choice. [5 Marks]

END OF EXAMINATION