



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY
(MMUST)**

UNIVERSITY MAIN EXAMINATIONS

2020/2021 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATION

**FOR THE DEGREE
OF
MASTERS IN BUSINESS ADMINISTRATION**

COURSE CODE: MBA 895

COURSE TITLE: SUPPLY CHAIN MANAGEMENT

DATE: WEDNESDAY, 2ND JUNE 2021 TIME: 2:00 – 5:00PM

INSTRUCTIONS TO CANDIDATES
ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS
TIME: 3 HOURS

Question One

Boston Beer Company

Jim Koch, founder of Boston Beer Company whose Samuel Adams beer has become top-selling “craft” or “micro-beer”, started out in 1984 carrying bottles of Samuel Adams beer from bar to bar persuading bartenders to carry it. For ten years he couldn’t afford an advertising budget; he sold his beer through direct sales and grass-root public relations. His hard work paid off. Boston beer found its sales passing the \$200 million mark as it became the leader in the craft beer market. As a consequence, it began to spend millions of dollars on TV advertising, employing dozens of salespeople, and carry on sophisticated marketing research. It discovered that continued success required setting up and managing a capable marketing department. But the original passion and desire to move forward remains. In 2002, Boston beer introduced a unique, limited edition “extreme” brew, Samuel Adams Utopias. The potent 50-proof, \$100-a-bottle Utopias claimed the official record as “The Strongest Beer in the World”. “At Samuel Adams, we are constantly innovating and creating new ideas that will push the envelope and revolutionize beer drinker’s expectations for beer”, said founder Koch.

- a) Enumerate five key benefits of supply chain management (5 marks)
- b) in light of the above discuss the three different types of flow in supply chain management (9 marks)
- c) A cost-effective reverse logistics program links the available supply of returns with the product information and demand for repairable items or re-captured materials. Using well articulated examples discuss the three pillars that support returns management processes (6 marks)
- d) Supply chain performance measure can be defined as an approach to judge the performance of supply chain system. Using well articulated examples describe the two broad categories of Supply chain performance measures (10 marks)

Question Two

- a) Every firm strives to match supply with demand in a timely fashion with the most efficient use of resources. Discuss any five important goals of supply chain management (10 marks)
- b) A supply chain is the collection of steps that a company takes to transform raw materials into a final product. Describe five basic components of supply chain management (10 marks)

Question Three

- a) Strategic sourcing can be defined as a collective and organized approach to supply chain management that defines the way information is gathered and used so that an organization can leverage its consolidated purchasing power to find the best possible values in the

marketplace. Briefly describe the seven distinct steps engaged in the process of strategic processing (11 marks)

- b) Supply chain integration can be defined as a close calibration and collaboration within a supply chain, mostly with the application of shared management information systems. Bring out clearly the major differences between push and pull view in supply chain (9 marks)

Question Four

The Make Vs Buy decision of a nation depends on three pillars. Using well articulated examples describe the three pillars (10 marks)

Different types of reverse supply chain arise at different stages of the product cycle. Mostly reverse supply chain is designed to carry out five key processes. Describe the said processes supporting your argument with relevant examples (10 marks)

Question Five

- a) "The advancement of inter organizational information system for the supply chain has three distinct benefits". Elucidate (10 marks)
- b) Electronic Data Interchange (EDI) presents the capability as well as the practice of exchanging information between two companies electronically rather than the traditional form of mail, courier, & fax. Describe five major advantages of EDI (10 marks)

