University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR

FIRST YEAR TRIMESTER EXAMINATIONS
FOR THE MASTERS
OF
BUSINESS ADMINISTRATION

COURSE CODE: MBA 895

COURSE TITLE: SUPPLY CHAIN MANAGEMENT

DATE:THURSDAY, 28TH JULY 2022   **TIME**: 2:00 – 5:00PM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer other TWO questions
Do not write anything on the question paper

MMUST observes ZERO tolerance to examination cheating

Online Supply Chain Operations at Kitchen.com

Kitchen.com is a new breed of online Grocer that distributes groceries as well as pre cooked and packaged foods for shoppers across the Midwest city. The grocer has an average sales turn over of shillings 300 million annually. Kitchen.com publishes a high quality catalogue which is hosted on its webpage. Its customers consists of young busy professionals, college and students, outdoor campers and few elderly people. The key benefits of online grocery shopping is that customers can browse the virtual shopping aisles anytime, get feedback and assistance anytime.

Kitchen.com uses an intuitive, interactive online experience that takes advantage of the latest interface technologies whose features allow customers to upload photos of grocery/food products on virtual dinner tables and reviews different recipes of these products without visiting the stores.

Kitchen.com is considering adopting new technology such as Kiva systems to enhance its order fulfillment capabilities by automating and streamlining warehousing operations. The major concern of supply chain managers is that consumers tastes and preferences for the company products change very quickly.

The company is striving to embrace state of the art technology across the entire operations in order to afford her competitive edge over 13 competitors. Kitchen.com derives value from its procurement operations by adopting an e-sourcing and e-procurement tools. Key firming up the use of technology to run operations, kitchen.com management recognizes the need to ensure that the system security is enhanced. It is also important to ensure that it has a robust e-procurement strategy.

Question One

a. Explain the benefits that accrued to kitchen.com after embracing the use of Information technology in its operations   (10 marks)

b. Revenue management plays a major role in kitchen.coms' supply chain and has a share of credit in the profitability of its chain only under a given set of circumstances. Explain (10 marks)

c. Discuss the objectives that Kitchen.coms supply chain aims at achieving   (10 marks)

d. Distinguish between push and pull systems giving relevant examples   (10 marks)

Question Two

a. Supply chain networks present different types of models that help us understand the various optimization methods used for studying the uncertainty and scenario modeling. Discuss   (10 marks)

b. Briefly explain any five factors influencing the make or buy decisions   (10 marks)

Question Three

    a. Analyze any five scenarios that might prompt an organization to outsource rather than building its own internal competencies   (10 marks)

    b. Discuss the non financial measures of supply chain performance   (10 marks)

Question Four

    a. Elucidate on the Supply Chain Management decision phases   (10 marks)

    b. 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. Discuss any three pillars that support returns management processes.   (10 marks)

Question Five

You have been selected by Jomo Kenya University to give a presentation on the step by step approach to strategic processing. Discuss the contents of your presentation.   (20 marks)