



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
BACHELOR OF COMMERCE HONOURS DEGREE IN LOGISTICS
AND SUPPLY CHAIN MANAGEMENT
STRATEGIC LOGISTICS MANAGEMENT

HLSM 405

PART 4 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: JULY 2022

TIME: 3 HOURS

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other **three (3)**
3. Each question carries **25 marks**
4. Start each question on a new page

1. Discuss how supply chain can be functional–efficient or innovative-responsive in an organization of your choice. (25 marks)
2. Examine Porter’s three Generic Strategies and how they can be used as a tool to attain competitive advantage. (25 marks)
3. Explain with relevant examples logistics strategy alignment in an organization of your choice. (25 marks)
4. Customer Relationship Management (CRM) is central to survival of a business. Discuss. (25 marks)
5. Analyse the relationship between material and information flows in supply chain network. (25 marks)
6. You have been appointed head of Disaster Management Team in your country Zimbabwe. Examine how the country’s Logistics and Transport sector would react in event of natural disaster like floods. (25 marks)

End of Paper