



**REFORMED CHURCH UNIVERSITY**

**FACULTY OF COMMERCE**

**Bachelor of Commerce Honours Degree in Logistics and Supply  
Chain Management**

**Forecast and Demand Management**

**HSLM 211**

**Part 2 Semester 1 Examination**

**Total Marks [100]**

Date: December 2020

Time: 3 Hours

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**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. Explain the challenges which work as obstacles to forecasting and demand management, illustrating how these obstacles have resulted in wastages both in the upstream and downstream of the supply chain structure. (25)
2. Examine any **five** of the following terms:
  - (a) Demand Planning,
  - (b) Demand forecasting,
  - (c) Demand management,
  - (d) Forecast accuracy,
  - (e) Forecasting bias
  - (f) Forecasting error (25)
3. Distinguish between demand driven and traditional supply chain, showing the type you would recommend to an organization of your choice. (25)
4. (a) With reference to any organization of your choice, discuss the role of Information Technology (IT) in forecasting and demand management. (15)  
(b) Explain the possible challenges of implementing IT in Forecasting and Demand Management. (10)
5. Analyze the impact of COVID-19 pandemic on demand and forecasting management. (25)
6. Using examples, examine the main sources of demand variability. (25)

*End of Paper*