



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: July 2021

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 the Sales and Operations Planning (S&OP) as part of strategic planning in forecasting and demand, showing how the supply chain would appreciate it. (25)
2. Examine the modelling process of demand management, citing relevant examples. (25)
3. With reference to a **supply chain** which you are familiar with, evaluate the significance of efficient **demand management** in an efficient supply chain. (25)
4. Giving relevant examples, discuss the features that are inherent in forecasting. (25)
5. Examine how accurate forecasting will contribute to meet consumer demand in supply network. (25)
6. Discuss the measures that can help in increasing the effectiveness of forecasting. (25)

End of paper