



REFORMED CHURCH UNIVERSITY

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

HLSM 236

PART 2 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 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. Explain the difference between Logistics Management and Supply Chain Management. (25)
2. Analyse the following:
 - (a) Strategic role of a supply chain (12)
 - (b) Key strategic drivers of supply chain performance (13)
3. How can the full set of logistical and cross-functional drivers be used to create strategic fit for a PC manufacturer targeting both time-sensitive and price-conscious customers? (25)
4. Exploiting power in a supply chain may be advantageous in the short term but usually has negative consequences in the long term.
 - (i) Explain the statement given above. (5)
 - (ii) Discuss the role of trust in a supply chain and how cooperation and trust be built in a supply chain. (20)
5. Examine VMI as a supply Chain Strategy. (25)
6. Assess the 6 drivers of supply chain management. (25)

End of Paper