



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

Bachelor of Commerce Honours Degree in Logistics and

Supply Chain Management

Global Supply Marketing

HSLM 218

Part 2 Semester 2 Examination

Total Marks [100]

Date: December 2020

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. Assess the effects of any five forces of Globalisation to Zimbabwean organisations. (25)

2. 'The Bullwhip Effect needs to be properly managed in order to succeed in Global Supply Chain'. Discuss. (25)

3. Analyse the benefits of using the SCOR model to design the value chain. (25)

4. Examine the assertion that emerging economies offer both opportunities and threats in Global Markets. (25)

5. Analyse the effects of protectionism on foreign firms and the strategies they can adopt to succeed. (25)

6. Evaluate the importance of Global Supply Chains and Distribution to Zimbabwean organisations. (25)

End of Paper