



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS IN ENTREPRENEURSHIP
AND BUSINESS DEVELOPMENT**

ENTREPRENEURSHIP SUPPLY CHAIN MANAGEMENT

HEBD 211

Total Marks [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

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

1. Compare and contrast the supply chain management considerations for a B2B service-based startup versus a B2C product-based startup. (25)
2. Explain how an entrepreneur can leverage supply chain management to differentiate their new venture and gain a competitive advantage in the market. (25)
3. As the founder of a subscription box service, discuss the transportation and fulfillment center options you would evaluate to deliver a great customer experience at a reasonable cost. (25)
4. Examine how an entrepreneur could use supply chain KPIs and data analytics to monitor and continuously improve their operations. (25)
5. As the founder of a sustainable consumer goods company, explain how you would design your supply chain to align with your businesses' environmental and social responsibility goals. (25)
6. Citing relevant examples, explain the key components of supply chain management. (25)

END OF PAPER