REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT

SUPPLY CHAIN PERFORMANCE MANAGEMENT

HLSM 404

PART 4 SEMESTER 1 EXAMINATION

TOTAL MARKS   [100]

DATE: JULY 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

I. James is a marketing expert and was hired by a large manufacturing company in Zimbabwe and he is using surveys to determine how their customers perceive their products and their reliability. Discuss the supply chain performance category James can focus on. (25 marks)

2. Evaluate the operation supply chain performance matrix in an organization of your choice. (25 marks)

3. Explain how any company of your choice can measure supply chain performance looking at how long it takes to respond to customer complaints and complete wholesale orders. (25 marks)

4. Discuss the importance of supply chain performance measure in any organization of your choice. (25 marks)

5. Examine the following terms as used in logistics and supply chain management:

   a) Activity-based costing (ABC)   (7 marks)
   b) Economic Value Added (EVA)   (6 marks)
   c) Supply chain balanced scorecard (SCBC)   (7marks)
   d) Supply chain operation reference model (SCOR)   (5 marks)

6. With reference to an organization of your choice evaluate any five supply chain performance drivers. (25 marks)

End of Paper