



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: June 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. Discuss the reasons why firms must have an effective process of demand management. (25)
2. Examine the causes of demand variability and how they can be resolved? (25)
3. Analyze the factors that have influenced supply of products and services in Supply chain operations. (25)
4. Justify the importance of aligning supply and demand. (25)
5. Examine the relationship between demand and forecasting. (25)
6. Discuss the application of the following qualitative forecasting techniques to a company of your choice:
 - (a) Expert opinion (8)
 - (b) Sales force opinions (8)
 - (c) Consumer surveys (9)

End of Paper