



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**Bachelor of Commerce Honours Degree in Logistics and Supply  
Chain Management**

**Forecasting and Demand Management**

**HSLM 211**

**Part 2 Semester 1 Examination**

**Total Marks [100]**

**Date: January 2022**

**Time: 3 Hours**

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**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. Giving practical examples, explain the main sources of demand variability (25)
2. Explain the following forecasting techniques:
  - a) weighted average (5)
  - b) regression analysis (5)
  - c) correlation analysis (5)
  - d) moving averages (5)
  - e) historical analysis (5)
3. Discuss any five challenges to forecasting and demand management. (25)
4. Using examples explain the strategic demand management process in terms of the process, sub strategic and activities. (25)
5. Differentiate between pull driven and push supply chain and suggest the one you would recommend to an organization of your choice. (25)
6. Discuss the main sources of information for forecasting. (25)