



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
BACHELOR OF COMMERCE HONOURS DEGREE IN
MARKETING

SUPPLY CHAIN MANAGEMENT

HMKT 204

PART 2 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 2024

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
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1. Analyze the role of ethical and social responsibility in supply chain management, and how it influences business operations and consumer perception. [25]
1. Evaluate the supply chain management and its significance in modern business operations. [25]
2. Explain the concept of warehousing and its role in reducing inventory holding costs. [25]
3. Discuss the key components and activities involved in supply chain management in an organization of your choice. [25]
4. Explain the following concepts as they relate to supply chain management:
 - a) Cross docking [5]
 - b) Postponement [5]
 - c) Economics of scale [5]
 - d) Intermodal [5]
 - e) Reverse logistics [5]
5. Discuss the advantages and disadvantages of centralized versus decentralized supply chain management. [25]

END OF PAPER