



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
BACHELOR OF COMMERCE HONOURS DEGREE IN
MARKETING

SUPPLY CHAIN MANAGEMENT

HMKT 204

PART 2 SEMESTER 1

TOTAL MARKS [100]

DATE: JUNE 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

1. Explain the concept of supply chain management and its importance in modern business operations. [25]
2. Compare and contrast the push and pull strategies in supply chain management, providing examples of each. [25]
3. Discuss the role of technology in optimizing supply chain operations and reducing costs. [25]
4. Analyze the relationship between inventory management and supply chain performance. [25]
5. Evaluate the impact of globalization on supply chain management and the challenges it presents. [25]
6. Discuss the concept of lean management and its application in improving supply chain efficiency. [25]

END OF PAPER