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University Examinations 2023/2024

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE MASTER OF
SCIENCE IN SUPPLY CHAIN MANAGEMENT

BBS 5201: GLOBAL SUPPLY CHAIN MANAGEMENT

DATE: APRIL 2024

TIME: 3 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (24 MARKS)

Naivas is one of the leading Supermarkets in Kenya dealing with wide range of products and taking proud in having multiple stores in most of the main towns in the country. The supermarket has been widely relying on local markets for its supplies. However due to its extensive expansion policy and the skyrocketing cost of doing business in the country, Naivas is evaluating its potentiality in venturing in the global market to obtain its supplies and also establishing its retail distributions in other countries.

Assuming you are the procurement manager for Naivas Supermarket

- a) Evaluate the idea by Naivas of going global (6 marks)
- b) Assuming Naivas is now a global retail business, discuss to the management the essence of insurance in relation to global supply chain management (6 marks)
- c) Elucidate the concept of cultural studies to Naivas Supermarket in relation to global supply chain management (6 marks)
- d) An excellent Logistics management would help Naivas succeed in the global market,

discuss

(6 marks)

QUESTION TWO (12 MARKS)

- a) Global firms are marred with different supply chain risks of which if not well managed may result to heavy losses, giving possible solutions explain such risks (6marks)
- b) Explain the role government would play to support global firms (6 marks)

QUESTION THREE (12 MARKS)

- a) Both existing and potential suppliers are scored on suitability and either approved or rejected to be added onto the approved supplier list (ASL). Assess how an organization can use 10 Cs to evaluate both existing and potential suppliers (8 marks)
- b) Good procurement systems can definitely save companies money, as well as provide a number of other benefits. Discuss (4 marks)

QUESTION FOUR (12 MARKS)

- a) Define contract negotiation, and-discuss FOUR techniques used in contract negotiations (8 marks)
- b) Explain the concept of packaging in the global business (4 marks)

QUESTION FIVE (12 MARKS)

- a) When making choice of payment methods, global firms may require the intervention of experts, explain (4 marks)
- b) Modern global organizations rely heavily on information technology to improve their performance in the ever changing global market environment. Justify this statement (8 marks)