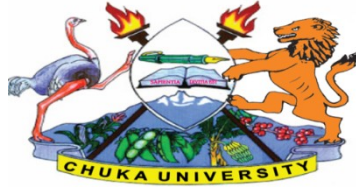


CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF PROCUREMENT
AND LOGISTICS MANAGEMENT****MPLM 811: SUPPLY CHAIN MANAGEMENT****STREAMS: MPLM****TIME: 2 HOURS****DAY/DATE: TUESDAY 5/10/2021****2.30 P.M – 4.30 P.M**

INSTRUCTIONS**Answer question one (Compulsory) and any other two questions****QUESTION ONE****RAHA EXPRESS COMPANY (Case Study) (30 marks)**

Raha Company Express, is a logistics provider firm which operates two major logistics centers in Meru and Nairobi. The firm's supply network includes: Meru, Chuka, Runyenjes, Embu, Mwea, Nairobi and its environs. The company is continuing to expand throughout the country, adding around 5 new outlets every year. But with success also comes challenges for the business supply chain, which needs to be flexible to accommodate increased demand for logistics services throughout the year and especially during periods of high demand for commodities.

The logistics team at Raha Company Express has realized that the business needs to assess new ways of operating from its current site, avoiding the need to utilize expensive, short term facilities. A logistics specialist was appointed to review Raha Company Express current warehousing and transport operations, with the remit to offer advise on the company's supply chain strategy moving forward. As well as looking at how Raha Company Express maintains and processes customer orders (including in bound and outbound logistics), the logistics specialist team examined how the consignments were being handled. One of the challenges facing the business is the sheer complexity and range of special transport services needed to satisfy the

emerging opportunity of transporting valuable items such as cash and expensive electronic gadgets.

Required :

- (a) Examine how supply chain concept would drive the logistics strategy of Raha Company in order to make the company competitive. [10 marks]
- (b) If Raha company was to adopt sustainable practices in their operations, highlight the key challenges the company would face and provide viable solutions. [10 marks]
- (c) Analyze the key value chain primary activities undertaken by Raha company as a key player in Kenyan logistics industry. [10 marks]

QUESTION TWO

“You have been hired by a European Horticultural Company as a supply chain consultant in the agricultural sector”.

- (a) Identify the key indicators that will guide you in identifying green compliant farm produce available in Kenyan market. [7 marks]
- (b) Examine five types of environment within which the agricultural supply chain is based in Kenya and the role of each. [8 marks]

QUESTION THREE

- (a) Critically analyze the historical evolution of supply chain while demonstrating the contribution of each stage. [8 marks]
- (b) Examine the key emerging trends in the field of supply chain and how they have influenced supply chain performance. [7 marks]

QUESTION FOUR

Using clear illustration, explain the key interface between supply chain and the following functional areas of organization by highlighting both strong and weak link in each.

[15

marks]

- | | | |
|-------|--|-----------|
| (i) | Production | [3 marks] |
| (ii) | Information and communication technology | [3 marks] |
| (iii) | Marketing | [3 marks] |
| (iv) | Production | [3 marks] |
| (v) | Engineering /Design | [3 marks] |
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