

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF MASTER OF SCIENCE IN PROCUREMENT AND LOGISTICS

MPLM 813: VALUE CHAIN MANAGEMENT

STREAMS: MPLM

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 07/04/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS: Answer question ONE (Compulsory) and any other THREE questions

QUESTION ONE (30 MARKS)

- (a) Explain the functioning of supply chain networks in organizations. [10 marks]
- (b) Describe the stakeholders in the value chain [5 marks]
- (c) Discuss the cost drivers for competitive advantage [5 marks]
- (d) The modern society is a known society in that people want things instantly. List and explain the pressures this has on the supply chain [10 marks]

QUESTION TWO (20 MARKS)

- (a) Michael porters five forces model is a useful tool for analyzing industry environment of a firm. Illustrate and explain how firms would use this tool to evaluate industry attractiveness.

QUESTION 3 (20 MARKS)

- (a) Supply chain optimization is concerned with the removal of supply chain inefficiencies. Elaborate on the important factors in supply chain optimization.

QUESTION FOUR (20 MARKS)

(a) Managing B2B and B2C relationship is critical in creating value in supply chains. In what ways does management of the two differ? Explain

QUESTION FIVE (20 MARKS)

(a) Describe the key functions of operations management in the supply chain networks
