

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF MASTERS OF SCIENCE IN
PROCUREMENT AND LOGISTICS**

MPLM 813: VALUE CHAIN MANAGEMENT

STREAMS: ODEL

TIME:3 HOURS

DAY/DATE: THURSDAY 13/04/2023

2.30 A.M. –5.30 A.M.

INSTRUCTIONS

Answer question ONE (Compulsory) and any other THREE questions

QUESTION ONE

- i. According to Porter’s value chain theory, a firm’s chain of activities that provide value for its clients is where it finds “cost advantages” and “successful differentiation.” Describe the value chain and use examples of typical actions connected with applying the value chain to any business industry or project of your choice to support your explanation. (20 marks)
- ii. In the supply chain sector, collaboration in the supply chain is widespread practice. It happens when various autonomous enterprises cooperate or work together to carry out supply chain operations. Discuss at least six benefits of developing collaborative relationships in the supply chain. (10 marks)

QUESTION TWO

- i. Supply chain optimization is concerned with the removal of supply chain inefficiencies. Elaborate on the important factors in supply chain optimization. (10 marks)
- ii. Discuss at least five benefits of value chain management to a firm (10 marks)

QUESTION THREE

- i. Explain the differences between value chain management and supply chain management using relevant examples. (10 marks)
- ii. Analyze the benefits of outsourcing as a component of adding value to the operations of an organization. (10 marks)

QUESTION FOUR

- i. Explain the functioning of supply chain networks in organizations. (10 marks)
- ii. Describe the stakeholders in the value chain. (5 marks)
- iii. Discuss the cost drivers for competitive advantage. (5 marks)

QUESTION FIVE

Describe the key functions of operations management in the supply chain networks. (20 marks)
