



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT AND TRADE

AGB 404: AGRIBUSINESS SUPPLY CHAIN MANAGEMENT

DATE: 2/5/2019

TIME: 11:00 – 1:00 PM

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

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms:
- i) Supply chain management (2 marks)
 - ii) Customer relationship management (CRM) (2 marks)
 - iii) Enterprise software systems (ERP) (2 marks)
- b) Explain the following components in supply chain management (4 marks)

	Components	Typical issues
1.	Forecasting	
2.	Design	
3.	Capacity	
4.	Information	

- c) Discuss three components of inventory decisions in supply chain management (6 marks)
- d) Explain two categories of processes in a supply chain (4 marks)
- e) Discuss five risk management strategies in supply chains (5 marks)
- f) Explain five information characteristics in supply chain management (5 marks)

QUESTION TWO (20 MARKS)

- a) Explain four forecasting methods in supply chain management. (8 marks)
- b) Discuss four conditions under which revenue management has the greatest effect in supply chain. (12 marks)

QUESTION THREE (20 MARKS)

- a) Explain five key processes focused on the interaction between the enterprise and suppliers that are upstream in supply chain. (10 marks)
- b) Discuss five aggregate planning strategies in supply chain management. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain three decisions which information as the basis for supply chain management provides (6 marks)
- b) Discuss four basic trade-offs a manager makes to produce an aggregate plan in supply chain management. (8 marks)
- c) Explain three roles of agriculture in the global value chain (6 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss five information needed for an aggregate plan of supply chain (10 marks)
- b) A company may choose to have a separate Mission Statement for the supply chain. Discuss five components which this mission should include. (10 marks)