



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY  
EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND  
ECONOMICS  
BACHELOR OF BUSINESS  
MANAGEMENT**

**COURSE CODE: BBM 449  
COURSE TITLE: EMERGING ISSUES IN  
PURCHASING AND SUPPLY  
MANAGEMENT**

**DATE: 25<sup>TH</sup> APRIL, 2019  
1300HRS**

**TIME: 1100 -**

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**INSTRUCTIONS TO CANDIDATES**

1. Question ONE is compulsory
2. Answer Question **ONE** and any other **THREE** questions.
3. All Examination Rules Apply.

**Question One (Compulsory)**

a) Discuss some of the emerging technologies that have transformed supply chain operations in the last decade.

**(15 marks)**

c) Discuss five benefits of ERP systems to procurement and supply chain management.

**(10 marks)**

**Question Two**

a) E-commerce is among the emerging platforms through which buyers can procure goods. Explain five ways e-commerce has impacted the procurement function.

**(5 marks)**

b) Discuss five benefits an online retailer can accrue by having an efficient and effective reverse logistics system.

**(10 marks)**

**Question Three**

a) Explain how corruption in public procurement can be mitigated.

**(5 marks)**

b) Discuss the importance of green procurement to supply chain management.

**marks)**

**(10**

#### **Question Four**

a) Discuss quality issues in the food supply chain in Kenya using relevant examples.

**(8 marks)**

b) Explain how technological advancements such as the use of blockchain can improve supply chain efficiency and effectiveness.

**(7 marks)**

#### **Question Five**

a) Procurement practitioners in Kenya's public sector are accused of abetting corruption. Do you agree? Give reasons for your answer. **(8 marks)**

b) Logistics outsourcing is an emerging strategy that firms are using to acquire capabilities lacking in-house. Discuss factors that promote a successful outsourcing relationship.

**(7 marks)**

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