



MAASAI MARA UNIVERSITY

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

**SCHOOL OF BUSINESS AND
ECONOMICS
BACHELOR OF SCIENCE IN
ENTREPRENEURSHIP**

**COURSE CODE: BSE 3203
COURSE TITLE: SUPPLY
MANAGEMENT IN
SMES**

**DATE: 17TH APRIL 2019
HRS**

TIME: 1100 - 1300

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) Small and medium enterprises (SMEs) can be suppliers, buyers or service providers to large firms along the supply chain. Whatever the role they play, SMEs are expected to develop close relationships with their supply chain members. Why? Give five reasons. **(5 marks)**

b) SMEs managers should be aware of the various supply chain designs. Explain a supply chain design that will be appropriate for a fast-moving consumer goods retailer. **(10 marks)**

c) Discuss five supply chain management issues that SMEs should take into consideration when designing their operating strategies. **(10 marks)**

Question Two

a) Discuss four reasons why SMEs should adopt a supply chain management approach. **(8 marks)**

b) Explain the merchandise ordering process. **(7 marks)**

Question Three

a) Explain how the following factors influence store design
i) customer service **(3 marks)**

ii) store management **(3 marks)**

- b) Describe the process of sourcing for merchandise.
(9 marks)

Question Four

- a) Explain FOUR factors why retail planning is important to a small coffee shop business.
(8 marks)
- b) Discuss three metrics used in marketing audit. **(7 marks)**

Question Five

- a) Discuss five reasons why it is important to develop relationships with suppliers.
(10 marks)
- b) Outline factors considered in visual merchandising. **(5 marks)**

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