



# ***THE CO-OPERATIVE UNIVERSITY OF KENYA***

**END OF SEMESTER EXAMINATION DECEMBER -2023**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND  
SUPPLIES MANAGEMENT  
(YR IV SEM II)**

**UNIT CODE: BPSM 4214**

**UNIT TITLE: CONTEMPORARY SUPPLY CHAIN MANAGEMENT**

**DATE: FRIDAY, 22<sup>ND</sup> DECEMBER, 2023**

**TIME: 2:30 PM – 4:30 PM**

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## **INSTRUCTIONS:**

- **Answer question ONE (compulsory) and any other TWO questions**

### **QUESTION ONE**

- (a) Explain how the COVID-19 pandemic has affected global supply chains and identify strategies for mitigating such disruptions. **(10 Marks)**
- (b) Discuss the role of blockchain technology in enhancing transparency and traceability in supply chains. **(10 Marks)**
- (c) Discuss any FIVE ways in which companies ensure sustainability in their supply chains. **(10 Marks)**

### **QUESTION TWO**

- (a) Analyze the impact of e-commerce growth on supply chain management and last-mile delivery. **(10 Marks)**
- (b) Describe FIVE benefits of implementing an omni-channel supply chain strategy. **(10 Marks)**

### **QUESTION THREE**

- (a) Discuss the importance of supply chain resilience for building. **(10 Marks)**
- (b) Explain the concept of circular supply chains and their potential benefits for reducing waste. **(10 Marks)**

### **QUESTION FOUR**

- (a) Describe the concept of supply chain risk management and its importance in ensuring the resilience of supply chains. **(10 Marks)**
- (b) Discuss the process of supply chain risk assessment, considering various risk perspectives and potential risks. **(10 Marks)**

### **QUESTION FIVE**

- (a) Discuss the role of reverse logistics in managing product returns and recycling. **(10 Marks)**
- (b) Explain how geopolitical factors and regional politics impact global supply chain. **(10 Marks)**