



# **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: 17<sup>TH</sup> APRIL 2019**

**TIME: 1100 – 1300 HRS**

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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) 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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