

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

POST GRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF MASTER OF BUSINESS ADMINISTRATION

LSO 502: E- SUPPLY CHAIN

DATE: 2ND AUGUST 2024

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE** is **compulsory**.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided**

The Zara thrives in an environment of change, experimentation and learning that is spreading over the boundaries for the application of IT in their business in the enterprises an easy-to-use modular tools, templates and platforms that involve all sides of life at the Zara firms including career development , administration and operations are implemented and developed.

In the Zara other web-based solutions are deployed with an advance knowledge management thereby making a big shift in the quality and speed of work in how the enterprises function. In the exploding growth of the software market a new world growth for the software market a new world of connectivity is realized in the Zara. The urgency of the business recognizing the importance of corporate portal has enabled linkage of information, data, people and knowledge to provide business solutions. The corporate portals come from consumer portals like Alta-vista, yahoo! and Lycos.

The portals (gateways) show the importance of letting clients have a wide scope of varied information on the web. This has given rise to the increase in multitasking, receiving information and checking from varied sources and thereby getting involved in projects that cross geographical boundaries with this technology the needs of the community, employees and even the extended network that is more advanced are served.

The Zara is possibly the most devastating and innovative retailer in the world. With more than 1000 shops worldwide, the Zara has turned controlled over garment factories into a competitive advantage by making and designing the garments. By making the garments itself, it can quickly react to varying market trends. The Zara has been able to succeed in building a massive brand, without promotion or advertising but through the information systems and information technology.

Source: mbaknol.com/management-cases-studies

Required:

- a) With reference to the case study, analyze the reasons for success of Zara by implementation of Information systems (IS)

(10 Marks)

- b) Discuss the operationalization of enterprise systems within Zara retail shops globally. (10 marks)
- c) Using Zara retail industry analyse the importance of letting clients have a wide scope of varied information on the web. (10 Marks)

QUESTION TWO

- a) Discuss the challenges associated with implementation of Enterprise Resource Planning in organizations. (8 marks)
- b) Discuss the cost benefit analysis of an organization embracing paperless transactions. (7 marks)

QUESTION THREE

- a) Analyze the role of technology in creating supply chains which are not only lean but also agile. (8 Marks)
- b) Evaluate technological devices that could be useful in enhancing your logistics distribution system. (7 marks)

QUESTION FOUR

- a) Discuss the role of technology in enhancing sustainable supply chain solutions. Use an organization, industry or sector that you are familiar with. (8 marks)
- b) Evaluate the application of e-auctions in an organization, industry or sector that you are familiar with. (7 marks)

