



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS (MLOLONGO CAMPUS)

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF
COMMERCE (PROCUREMENT AND SUPPLY CHAIN MANAGEMENT OPTION)

BMS 423: SUPPLIER RELATIONSHIP MANAGEMENT

DATE: 5/6/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Differentiate between supplier positioning model and supplier prefencing model. (8 marks)
- b) Relate supply chain philosophy to supplier relationships (7 marks)
- c) Explain three courses of conflict in supplier relationships (7 marks)
- d) Give reasons why buyers are moving towards E-procurement and the precautions to take (8 marks)

QUESTION TWO (20 MARKS)

- a) Purchasing- supplier involvement relationship involves the integrating purchasing professionals and firm's keys suppliers in the firms decision making process with respect to sourcing decisions. Discuss the Advantages of closer buyer-seller relationship. (10 marks)
- b) Discuss the role of communication in supplier relationships (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the Characteristics of successful collaborative buyer-supplier relationships (10 marks)
- b) Supplier selection contributes a lot in future in buyer-seller relationship. Illustrate the right procedure an organization can use when selecting supplies Globally. (10 marks)

QUESTION FOUR (20 MARKS)

- a) The Cox model is a step ladder of external and internal relationships. The steps in the ladder of contractual relationships each represent a higher level of assets specialty and strategic importance to the form of the specific goods and services. Each step are also represents supplier relationship life cycle. List and explain all the steps on the cox model ladder. (10 marks)
- b) Discuss the reasons why buyer and seller may terminate their supply relationship10 marks

QUESTION FIVE (20 MARKS)

- a) Discuss ethical issues relating to suppliers and how to handle them (10 marks)
- b) List and explain any five Cs of effective supplier evaluation (10 marks)