



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARMENT OF BUSINESS ADMINISTRATION

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

BMS 423: SUPPLIER RELATIONSHIP MANAGEMENT

DATE: 25/7/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer question ONE and any other TWO questions

QUESTION ONE

- a) Differentiate between supplier positioning model and supplier prefencing model (6 marks)
- b) Relate supply chain philosophy to supplier chain relationships (6 marks)
- c) Explain the causes of conflict in supplier relationships (6 marks)
- d) Explain the applications of technology in building buyer supplier relationships (6 marks)
- e) Organisations use the Ten C's to evaluate their suppliers. Explain any Six of them. (6 marks)

QUESTION TWO (20 MARKS)

- a) Purchasing- supplier relationship may involve the integration of purchasing professionals and firm's key suppliers in the firm's decision making process with respect to sourcing. Discuss the dangers of this approach. (10 marks)
- b) Discuss the measures that organisations may put in place to ensure optimum contribution of communication in forming buyer-supplier relationships (10 marks)

QUESTION THREE (20 MARKS)

- a) You have been engaged by Triphart Enterprises to evaluate the success of their buyer-supplier relationships. Discuss the factors to consider during the evaluation. (10 marks)
- b) Supplier selection contributes a lot in buyer-seller relationship. Illustrate the procedure an organization can use when selecting supplies from the global arena. (10 marks)

QUESTION FOUR (20 MARKS)

- a) As a supply chain expert, describe how you can use the Cox Model to enhance deteriorating relationships between a buying organization and its suppliers. (10 marks)
- b) One of the objectives of buyer- supplier relationship is to ensure that termination of the relationships is done amicably. Describe a procedure that may be followed to achieve this goal. (10 marks)

QUESTION FIVE (20 MARKS)

- a) To ensure a well maintained supplier-buyer relationship in the long-term, there is need to adhere to ethical principles. Discuss the ethical issues affecting suppliers and how to handle them. (10 marks)
- b) Mkongt Company Limited has faced a lot of failed buyer – supplier relationships since its incorporation. This has adversely affected on their image and profitability. Discuss the strategies that the company may adopt to correct the trend. (10 marks)