



RIARA SCHOOL OF BUSINESS

NURTURING INNOVATORS

SEPTEMBER- DECEMBER 20223 TRIMESTER

EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION

DAY/WEEKEND | PROGRAMME

UNIT CODE: RPS 402 UNIT TITLE: SUPPLIER RELATIONSHIP MANAGEMENT

DATE: DECEMBER 2023

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

- 1 Write your REGISTRATION NO. Clearly on the answer booklet(s).
- 2 Answer Question One and ANY other TWO questions.
- 3 Questions in all sections should be answered in answer booklet(s).
- 4 Marks allocated to each question are shown at the end of the question.
- 5 PLEASE start the answer to EACH question on a NEW PAGE.
- 6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
- 7 Write your answers in paragraph form unless stated otherwise.
- 8 Keep your phone(s) SWITCHED OFF at the front of the examination room.

9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.

10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE (COMPULSORY – 30 MARKS)

a. Analyze **FIVE** essential benefits of contemporary buyer-supplier relationships

(10 Marks)

b. Using relevant examples examine **FIVE** key categories of procurement relationships commonly found in Kenya

(10 Marks)

c. Identify and explain **FIVE** measurable elements of buyer-supplier relationship. (**10 Marks**)

QUESTION TWO

a. Evaluate the main challenges facing modern procurement relationships in Kenya

(10 Marks)

b. Assess **Five** reasons why buyer-supplier performance links have failed to provide real benefits to suppliers and buying firms

(10 Marks)

QUESTION THREE

a. Using clear illustrations elucidate **FIVE** key relationships between procurement and other functional departments within an organization set up.

(10 Marks)

- b. Examine Five strategic considerations in buyer-supplier relationship formation (10 Marks)**

QUESTION FOUR

- a) Analyze FIVE key stakeholder in buyer-supplier relationship and demonstrate their contribution to relationship performance (10 Marks)**
- b) Examine FIVE reasons why customer relationship management is viewed as a driver of supply chain responsiveness**

(10 Marks)