

CHUKA



UNIVERSITY

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**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF PROCUREMENT AND LOGISTICS MANAGEMENT**

BPLM 213: MANAGING SUPPLIER RELATIONSHIPS

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 24/3/2021

11.30 AM – 1.30 PM

INSTRUCTIONS:

- Answer Question ONE and any other TWO questions
- Be clear and neat, give examples where appropriate

QUESTION ONE

- a) Explain FIVE benefits of strategic alliances in global supply chains. [10 Marks]
- b) Discuss the Bensau model of supplier relationship [10 Marks]
- c) Explain five factors that have contributed to the growth of supplier relationship management in supply chains today. [10 Marks]

QUESTION TWO

- a) Discuss FIVE methods of resolving conflict in a supplier buyer relationship. [10 Marks]
- b) Enumerate FIVE circumstances under which a conflict may arise when managing supplier contracts. [10 Marks]

QUESTION THREE

- (a) Maintaining supplier relationships in the public sector is challenging, give FIVE JUSTIFICATIONS using examples. [10 Marks]
- (b) Explain FIVE reasons why long term relationships with suppliers is ideal for a procuring entity. [10 Marks]

QUESTION FOUR

“Maintaining purchasing and supply relationships with suppliers in different parts of the world is difficult”. Discuss [20 Marks]

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