

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BPLM 213: MANAGING SUPPLY CHAIN RELATIONSHIPS

STREAMS: Y3 S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 6 /07/ 2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- Answer Question One (Compulsory) and any other Two Questions

QUESTION ONE (30 MARKS)

- In the contemporary business environment, proponents of relationship management concept invariably advocates for partnership relationship between buyers and suppliers. Justify the reasons behind this phenomenon. [6 Marks]
- Analyze the common challenges facing corporate organizations when implementing relationship management concepts in supplies related activities. Suggest possible solutions for such impediments. [6 Marks]
- Examine the role of cross-functional teams in manufacturing organizations.[8 Marks]
- Identify and explain the key stakeholders in the buyer-supplier performance.[10 Marks]

QUESTION TWO (20 MARKS)

- Explain the application of co-destiny and co-maker-ship relationships in business operations. [10 Marks]
- By aid of a diagram analyze the customer relationship cycle (10 Marks)

QUESTION THREE (20 MARKS)

- a) Explain the relationship between procurement and production function in a manufacturing firm. [10 Marks]
- b) Identify and explain the measurable elements of buyer-supplier relationship.[10 Marks]

QUESTION FOUR (20 MARKS)

Write short notes on the following relationship management terms:

- a) Sub-contracting [4 Marks]
 - b) Reciprocal trading [4 Marks]
 - c) Strategic alliances [4 Marks]
 - d) Adversarial relationships [4 Marks]
 - e) Customer relationship management [4 Marks]
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