

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**BPLM 216: PURCHASING POLICY AND STRATEGY**

**STREAMS: BPLM Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 05/07/2021**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

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

**QUESTION ONE (30 MARKS)**

- (a) Using an organization of your own choice, prepare a purchasing policy manual highlighting the organizational vision, mission statement, goals policies and strategies to be used to realize a strategic fit for the firm. (15 marks)
- (b) Explain any FIVE key performance indicators that are widely used in procurement. (10 marks)
- (c) Describe the end goals of a good supply chain. (5 marks)

**QUESTION TWO (20 MARKS)**

- (a) Discuss how you can transform a vulnerable supply chain to gain a self-sustainability fit. (10 marks)
- (b) Using examples, describe the main levels of strategies. (10 marks)

**QUESTION THREE (20 MARKS)**

- (a) Supply chain strategies have overall objectives of ensuring that organizations achieve their goals and satisfy customer's needs. Hence the ability to add value in the supply chain is often a critical measure of performance. Discuss ten ways of adding value into the supply chain. (10 marks)

- (b) Using an organization of your own choice, undertake a SWOT and PESTEL analysis giving strategic decisions for its operationalization. (10 marks)

**QUESTION FOUR (20 MARKS)**

Using examples, discuss the following terms as used in purchasing policy and strategy:

- (i) Strategic planning (5 marks)
- (ii) Supply chain phases (5 marks)
- (iii) Ethics Quadrant (5 marks)
- (iv) Fraud management (5 marks)
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