

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BPLM 213: MANAGING SUPPLIER RELATIONSHIPS

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

- **Answer question one (compulsory) and any other two questions**
1. (a) How can design collaboration with suppliers help a Personal Computer manufacturer improve performance ? [10marks]
 - (b) Explain the different quantitative and qualitative performance measurement measures that can be used to evaluate a supply chain. [10marks]
 - (c) Using a practical example of your choice, explain how you would apply the supplier development process to enhance long term value between the procuring entity and the supplier organization. [10marks]
 2. (a) Discuss the role of information sharing in the implementation of supplier relationship strategies. [10marks]
 - (b) Distinguish between a partnership and an arm's length supplier relationships. [10marks]
 3. (a) Discuss success of the supplier relationship is based on several key success factors. Discuss five of these factors. [10marks]
 - (b) Explain factors that may drive buyer and supplier organization to indulge into long term relationships. [10marks]

4. (a) 'Maintaining purchasing and supply relationship with suppliers in different parts of the world is difficult'. Discuss. [10marks]
- (b) Discuss the cox model of supplier relationship. [10marks]
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