

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

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

BPLM 213: MANAGING SUPPLY CHAIN RELATIONSHIPS

STREAMS: BPLM (ODEL)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/08/2024

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer question ONE (Compulsory) and any other TWO questions**

Question one (30 Marks)

- Explain five key concepts of relationship management in contemporary business environments. (10 Marks)
- Discuss five strategic considerations involved in forming relationships in business contexts. (10 Marks)
- Discuss five main types of relationships prevalent in business settings. (10 Marks)

Question two (20 Marks)

- Discuss five roles of intra-organizational relationships in optimizing procurement processes and enhancing organizational efficiency. (10 Marks)
- Justify five importance of co-destiny relationships and their correlation with joint ventures, partnerships, and other permanent strategic alliances. (10 Marks)

Question three (20 Marks)

- Discuss five ways on how strategic relationship management principles can be applied to improve public procurement processes and outcomes. (10 marks)

- b) Discuss five ways on how organizations can adapt their relationship management approaches to changing market dynamics and stakeholder expectations. (10 marks)

Question four (20 Marks)

- a) Discuss five importance of fostering strong relationships between different departments and teams to promote collaboration and organizational effectiveness. (10 marks)
- b) Discuss five strategies for building and maintaining mutually beneficial relationships with suppliers throughout the procurement process. (10 marks)

.....