



## **MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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### **University Examinations 2018/2019**

#### **THIRD YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT**

#### **BBS 3325: RELATIONSHIP MANAGEMENT**

**DATE: JANUARY 2019**

**TIME: 2 HOURS**

#### **INSTRUCTIONS:**

*Answer question **One** and any other **Two** questions*

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#### **QUESTION ONE (30 MARKS)**

(a) In the recent years, we have witnessed a paradigm shift from adversarial relationship to partnership relationship between buyers and suppliers. Explain the merits and demerits of the latter approach. (6 marks)

(b) Explain the role of relationship management in procurement and supplies function (6 marks)

(c) Identify and explain the common stakeholders in the buyer-supplier performance. (6 marks)

(d) Demystify the concept of cross-functional teams in an organizational set-up (6 marks)

(e) Analyse the strategic considerations in relationship formation (6 marks)

## **QUESTION TWO (20 MARKS)**

- (a) Discuss the essence of co-destiny and co-makership in business environment (10 marks)
- (b) Identify and explain the measurable elements of buyer-supplier relationship (10 marks)

## **QUESTION THREE (20 MARKS)**

- (a) Discuss the rationale behind strategic alliances in business environment (10 marks)
- (b) Explain the importance of joint venture in the market (10 marks)

## **QUESTION FOUR (20 MARKS)**

- (a) Briefly explain the relationship between procurement and user departments (8 marks)
- (b) Examine the benefits of customer relationship management concept in business environment (6 marks)
- (c) By aid of a diagram elucidate the customer relationship lifecycle (6 marks)

## **QUESTION FIVE (20 MARKS)**

Write short notes in line with the following terms that are conspicuous in relationship management:-

- (a) Buyer-supplier relationship (4 marks)
- (b) Internal customers (4 marks)
- (c) Supply base optimization (4 marks)
- (d) Customer responsiveness (4 marks)

(e) Supplier development policies

(4 marks)