



# **MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

P.O. Box 972-60200 – Meru-Kenya.

Tel: +254 (0)799529958, +254 (0)799529959, +254 (0)712524293

Website: [www.must.ac.ke](http://www.must.ac.ke) Email: [info@must.ac.ke](mailto:info@must.ac.ke)

---

## **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*

---

#### **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-maker ship 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)