



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER

DIPLOMA IN PURCHASING AND SUPPLY MANAGEMENT

COURSE CODE: DBPS 018

**COURSE TITLE: INTRODUCTION TO MANAGING SUPPLY
CHAIN RELATIONSHIPS**

DATE: 06 MAY 2021

TIME: 3:00 PM – 6:00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

QUESTION ONE

- a) Discuss the qualities that Supplier Relationship Managers should possess in order to ensure the success of the Supply chain. **[12 Marks]**
- b) Discuss how Organizations can compete in the supply chain through the following ways:
- a. Quality advantage **[4 Marks]**
 - b. Time advantage **[4 Marks]**
 - c. Cost advantage **[4 Marks]**
 - d. Controlling variability **[4Marks]**
 - e. Dealing with uncertainty. **[4 Marks]**
- c) The term contracting and outsourcing are sometimes used in place of 3pl providers. This refers to the use of external supplier of logistics services. Giving relevant Examples, examine four types of third part Logistics providers within the supply chain. **[8 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Waste elimination is the concern of all Modern Supply chain Managers as way of cutting down on costs. Explain the main wastes that modern Supply Chains seek to eliminate through Lean Thinking Models. **[12 Marks]**
- b) Discuss the various value disciplines that modern firms use to compete with the supply chain rather than use the traditional methods of competing through the chain. **[8 Marks]**

QUESTION THREE

- a) Attracting and Maintaining Customers is one of every firm's target so as to retain a good market share. Examine the various specific benefits of maintaining customers. **[8 Marks]**
- b) Formation and maintenance of sound relationships is key to the success of modern organizations. Discuss the various types of relationships that modern organizations can adopt to enhance effectiveness of their operations. **[12 Marks]**

QUESTION FOUR

- a) The most Common form of supplier networks in modern supply chain is the Supplier Association. Discuss the primary objectives for establishing and developing Supplier Association. **[14 Marks]**
- b) Describe the main challenges of establishing VMI machines within a Supply Chain. **[6 Marks]**

QUESTION FIVE

Partnerships are the most common forms of relationships that supply chain partners' form.

- a) Discuss on the main characteristics of Partnerships **[10 Marks]**

b) Elaborate on the key common goals of Partnerships.

[10 Marks]