



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY-APRIL 2025 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCPS 400

COURSE TITLE: MANAGING SUPPLY CHAIN RELATIONSHIPS

DATE: APRIL 2025

TIME:

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** 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

Partnerships are based on trust and clearly mutually agreed objectives. Discuss the main common goals of forming partnerships. **[10 marks]**

b). Briefly explain the following terms as used in supply chain relationships:

i). Supplier rationalization. **[3 marks]**

ii). Lead suppliers. **[3 marks]**

iii). Supplier networks. **[4 marks]**

c). Marketing is the philosophy that integrates the desperate activities and functions that take place within the supply chain network. Discuss the key elements of a marketing perspective.

[10 marks]

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

a). Explain the main benefits of Early supplier involvement in New products Developments.

[8 marks]

b). Discuss any 6 Cs by Ray Carter adopted by supply chain practitioners when selecting best suppliers

[12 marks]

a)

Question three

a). Business 2 Business involves the formation of online trading communities and electronic markets places trading partners who can integrate electronically in various ways. Discuss.

[12 marks]

b). Elaborate on the four possible types of relationships in a supply chain

[8 marks]

Question Four

a) Discuss the purchase portfolio matrix as a tool used to determine the type of relationship a firm wishes to form to reap the accrued benefits. **[10 marks]**

b) Explore the various ways through which supply chain partners compete through the chain using HARD objectives. **[10 marks]**

Question five

a) **Lean thinking is a cyclical route to seeking perfection.** Explain this concept as used in modern Supply Chains. **[8 marks]**

b) Discuss six wastes that lean thinking seeks to eliminate

[12 marks]