



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF LOGISTICS
AND SUPPLY CHAIN MANAGEMENT
3RD YEAR 2ND SEMESTER 2022/2023 ACADEMIC YEAR
KISUMU CAMPUS

COURSE CODE: BAB 1344

COURSE TITLE: RELATIONSHIP AND NEGOTIATIONS MANAGEMENT

EXAM VENUE: STREAM: (BLSM)

DATE: 9/12/2022 EXAM SESSION: 15.00-17.00PM

TIME: 2 HOURS

Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE (COMPULSORY)**(25 MARKS)**

- a) Explain the strategic reasons for maintaining a good relationship with the supplier. (8 Marks)
- b) Describe the supplier relationship models (10 Marks)
- c) Discuss the steps in supplier development (7 Marks)

QUESTION TWO**(15 MARKS)**

- a) “No relationship should or can be expected to last forever as organizations operate in a dynamic environment. The ending of a relationship may not necessarily mean failure and there may be positive as well as negative outcomes for one or both of the parties involved.” Highlight the various reasons for termination of a supplier relationship. (10 Marks)
- b) Briefly discuss these several considerations to make before terminating a Supplier Relationship. (5 Marks)

QUESTION THREE**(15 MARKS)**

- a) “Effective SRM requires not only institutionalizing new ways of collaborating with key suppliers, but also actively dismantling existing policies and practices that can impede collaboration and limit the potential value that can be derived from key supplier relationships. At the same time, SRM should entail reciprocal changes in processes and policies at suppliers.” Briefly describe the various components of Supplier Relationship Management. (12 Marks)
- b) Highlight the three important factors in a negotiation (3 Marks)

QUESTION FOUR**(15 MARKS)**

- a) “Supplier segmentation is one of the strategies used in effective Supplier Relationship Management.” Discuss. (6 Marks)
- b) Discuss some of the benefits of a Good Supply Chain Relationship Management to the supplier. (9 Marks)

QUESTION FIVE**(15 MARKS)**

- a) Discuss the stages in the negotiation processes and how buyers can ensure that they negotiate effectively at each stage of a negotiation. (9 Marks)
- b) “Organization is increasingly moving from transactional to relationship purchasing.” Discuss. (6 Marks)

QUESTIONSIX

(15MARKS)

a) Highlight five key differences to consider when negotiating.

(5Marks)

b) “If developing assertiveness is your aim then here are some suggestions for things you can do to help improve your negotiation capability.”Discuss

(5Marks)

c) Identify five dimensions to personality to consider in negotiations

(5Marks)