



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
3ND YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR
KISII CAMPUS-PART TIME

COURSE CODE: ABA 341

COURSE TITLE: RELATIONSHIP AND NEGOTIATION MANAGEMENT

EXAM VENUE:

STREAM: (BBA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

QUESTION ONE

- a) Define the term negotiation as used in supply chain management and distinguish between strategic and tactical negotiation. (10 mks)
- b) Identify and explain any four sources of conflict in procurement & supply. (8 mks)
- c) Discuss the significance of preparation and planning in the negotiation process. (12 mks)

QUESTION TWO

- a) Distinguish between external relationships and internal relationship concept in supply chain relationship management. (6 mks)
- b) Discuss the characteristics of internal relationships. (10 mks)
- c) Highlight any four factors that may influence the closeness of buyer-supplier relationship. (4 mks)

QUESTION THREE

- a) Distinguish between the following types as used in supplier relationship spectrum.
 - i. Adversarial vs Arm's length relationship. (6mks)
 - ii. Single sourced vs outsourcing relationship. (6 mks)

QUESTION FOUR

- a) Value adding relationship management in buyer and supplier relationship is highly beneficial to an organisation because it leads to motivated and committed suppliers. Explain the areas of business that suppliers may contribute positively to an organisation. (12 mks)
- b) Highlight the advantages & disadvantages of early supplier involvement (8 mks)

QUESTION FIVE

- a) Explain the benefits of effective contract management to an organisation.
(10mks)
- b) Organisations that have tried to pursue the concept of supply chain relationship management have faced numerous challenges. Identify any five factors that hinder relationship development in this organisation.
(10mks)