



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION
3RD YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR
MAIN

COURSE CODE: ABA 341

COURSE TITLE: NEGOTIATION AND RELATIONSHIP MANAGEMENT

EXAM VENUE:

STREAM: (BBA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer questions ONE and ANY other TWO 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

- i. There are certain types of relationships that may occur as a result of supply chain management. Discuss any three types of such relationships (10 marks)
- ii. In the modern business world, it is very necessary to embrace strategies like relationship and negotiation management. Expound on why this is so (10 marks)
- iii. Distinguish between upstream and downstream processes in supply chain management (10 marks)

Question Two

- i. Using any two Kenyan organizations, advice on the procedures of the negotiation process (12 marks)
- ii. Explain the following components of relationship and negotiation Management
 - a) Supply chain
 - b) Customer
 - c) Relationship
 - d) Management
 - e) Negotiation (8 marks)

Question Three

- a) Explain the need for ethical procedures in organizations and how they affect the supply chain (10 marks)
- b) ABZ intends to procure its materials and goods from Sungura limited. You, as the supply chain manager wants this relationship to last long as it is a bit cumbersome looking around for such a reliable and quality supplier. Write a report on how to be a Valued Customer (12 marks).

Question Four

- i. The supply chain manager in conjunction with the production manager of Halisi limited recently noted that they are producing detergents below minimum capacity as a result of low sales volume in the last quota. Advice them on how to ensure customer retention (10 marks)
- ii) There are many factors that affect customer satisfaction in the business world. Discuss any five such factors (10 marks)

Question Five

- i) Optimum customer satisfaction is no guarantee to optimum customer loyalty. Discuss (10 marks)
- ii) In as much as organizations try to eliminate complaints in as far as their products and services are concerned, there are certain proven benefits of complaints. Explain such benefits in brief (10 marks).

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PROGRAM: BBA

YEAR OF STUDY: 2017/2018

UNIT CODE: ABA 341

UNIT NAME: RELATIONSHIP AND NEGOTIATION MANAGEMENT

INSTRUCTOR: MS. BENTER A. OKOTH

COURSE DESCRIPTION

Key to effective supply chain management is the ability to manage customers and ensure optimum and sustainable customer satisfaction. Although organizations continue to invest heavily in RNM its implementations experience a high failure rate. The pitfalls as well as the benefits of RNM strategy and implementation are addressed in depth throughout the course, culminating in the completion of a Supply chain Management strategic plan.

COURSE OBJECTIVE

The principle objective of this course is to:

Introduce students to concepts and practices of relationship and negotiation management as a key strategic process for Supply Chain Management. Composed of people, technology, and processes, effective RNM optimizes the selection/ identification, acquisition, growth and retention of desired customers to maximize profit.

EXPECTED LEARNING OUTCOMES

At the end of this course unit, the learner expects to:

1. Understand the fundamentals of RNM.

2. Possess the knowledge and skills to craft proactive, creative and effective RNM strategies and programs.
3. Recognize the basic technological infrastructure and organizations involved in current and emerging RNM practices,
4. Understand how to embrace effective relationship management in supply chain management using and not limited to mobile/wireless communications.

COURSE CONTENT:

Introduction to relationship management, Types of relationships, Development of supplier relationships, Effective relationship management in procurement, Supplier development programs, Selecting and maintaining effective suppliers, customer retention, customer satisfaction and dissatisfaction the impact of developing relationships throughout the supply chain, Relationships in a multicultural environment, Definition of culture, Importance of culture, Cultural dimensions, Negotiation skills for global procurement.

LEARNING METHODOLOGY AND APPROACHES:

The course delivery will utilize a variety of learning strategies to accomplish an understanding and mastery of the learning outcomes and concepts presented. These include but not limited to reading assignments, lectures, case studies, term paper, journal article reviews and essays, critical thinking and analysis of the subject matter and examinations. The delivery emphasis is on comprehension, synthesis, understanding and application rather than memorizing

COURSE ASSESSMENT:

Course Evaluation	Weighting %
2 Term papers/Assignments	30%
End of semester Exam (2hrs)	70%
Total	100%

NB: 1. Assignments, CATs and class participation will be a major components of continuous

assessment.

2. Assignments handed in late will not be accepted.

RECOMMENDED READING MATERIALS:

- Customer Relationship Management, (2001); Harvard Business Press, ISBN 1-57851-699-4
- [Douglas M. Lambert](#), (2009) "Customer relationship management as a business process", Journal Vol. 25
- Raiffa H (1982)[The art and science of Negotiation, Harvard University Press, England.](#)
- Thomas S. Atkin & Lloyd M. Rinehart (2006) ; Negotiation Practices between Suppliers and Customers
- Sheth , J.N. & Parvatiyar, A. (2000), Handbook of relationship marketing, (CA: Sage publications,
- Profitable Customer Engagement: Concept, Metrics and Strategies,V. Kumar,Sage Publications India, 2013.
- Statistical Methods in Customer Relationship Management,V.Kumar and J.Andrew Petersen, Wiley & Sons
- Customer Relationship Management: Concept, Strategy and Tools, V. Kumarand W. Reinartz, 2nd Edition, Springer

SUPPLIMENTARY READING MATERIALS:

- ❖ “Knowing What to Sell, When, and to Whom,” V. Kumar, R. Venkatesan, and W.Reinartz, Harvard Business Review, March 2006.
- ❖ “What Drives Customer Equity,” Lemon, Rust and Zeithaml, Marketing Management, Spring 2001.
- ❖ “Getting the Most Out of All Your Customers,” J. Thomas, W. Reinartz, and V. Kumar, Harvard Business Review, July/August 2004.

- ❖ “Building and sustaining profitable customer loyalty for the 21st century,” V. Kumar, and D. Shah, *Journal of Retailing*, 2004