



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS  
WITH IT**

**2019/2020 ACADEMIC YEAR**

**MAIN CAMPUS (REGULAR)**

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**COURSE CODE: ABA 341**

**COURSES TITLE: NEGOTIATION AND RELATIONSHIP MANAGEMENT**

**TIME:3 HOURS EXAM SESSION-3-6 PM**

**DATE-1/12/20**

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**Instructions.**

- 1) Answer question one and any other two questions
- 2) Question one is compulsory

1. Candidates are advised to write on the text editor provided, or to write on a foolscap, scan and upload alongside the question.
  2. Candidates must ensure that they submit their work by clicking 'FINISH AND SUBMIT ATTEMPT' button at the end.
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### **Question one**

- i) Discuss the importance of relationships and negotiation management (10 marks)
- ii) Discuss ten advantages of customer retention (10 marks)
- iii) Explain ten mutually beneficial opportunities that may be derived from Supplier development programs (10 marks).

### **Question Two**

- i) Guide XYZ Company on how to ensure effective relationship with their suppliers (10 marks).
- ii) What are the likely possibilities for break in Customer loyalty (10 marks).

### **Question Three**

- i) Customer retention is a result of Relationship and negotiation management. Discuss ten of its advantages (10 marks)
- ii) Explain in details the types of relationships that may occur in supply chain management(10 marks)

### **Question Four**

- i) Discuss at least five benefits of complaints, in supply chain management (10 marks).
- ii) Guide on the relationship development process (10 marks)

### **Question Five**

- i) To eliminate customer/ supplier turnover, one has to build a loyal customer base with them. Explain (10 marks)

- ii) Discuss how organizational culture affect supply chain management. (10 marks)