



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 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: ABA 341 RELATIONSHIPS AND NEGOTIATIONS MANAGEMENT

COURSE TITLE: RELATIONSHIPS AND NEGOTIATIONS 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 (30 MARKS) COMPULSORY

- a) Highlight four reasons why it is not always appropriate to work towards a cooperative relationship. (4 marks)
- b) Identify some of the common types of training available once the Training Needs Assessment (TNA) is completed in an organization. (6 marks)
- c) Explain five areas that are covered in the process of Supplier development. (10 marks)
- d) “Information today includes both electronic and physical information which the organizational structure must be capable of managing throughout the information lifecycle regardless of source or format.” Discuss the categories into which useful data needs to fit. (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the various ways that can be used to evaluate the success of a training program for an organization’s employees. (10 marks)
- b) “Training is a significant tool for employee development.” Explain the importance/benefits of trained personnel towards organizational development. (10 marks)

QUESTION THREE (20 MARKS)

- a) State the general types of benchmarking. (4 marks)
- b) Outline the aspects of the supplier’s performance which might typically be benchmarked. (6 marks)
- c) “A benchmark is a measurement which can be used as a point of reference when comparing an aspect of business or personal performance.” Highlight the benefits of the benchmarking practice. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Highlight the conditions for an effective performance review in the process of performance measurement. (10 marks)
- b) “Performance appraisal is an analysis of an employee’s recent successes and failures, personal strengths and weaknesses, and suitability for promotion or further training.” Outline the general aims of a performance appraisal. (10 marks)

QUESTION FIVE (20 MARKS)

- a) “Successful management of the entire supply chain requires a process perspective that fosters the streamlined movement, analysis, and continuous improvement of product flow

between the various links in the supply chain.” Describe some of the key processes that drive supply chain efficiencies. (10 marks)

- b) Discuss the potential issues when suppliers pass judgement on the day-to-day performance of purchasing. (10 marks)



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Course name: MANAGING RELATIONSHIPS AND NEGOTIATIONS

Course code ABA 341

Course level: Year Three Semester 2

Lecturer Samwel Okoth Otieno

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Course description

This course examines how to create effective relationships in procurement and supply chains

Course objectives

By the end of the course, students will be able to:

- Describe the fundamental features of effective relationship management
- Identify the critical skills essential for negotiation of procurement contracts
- Manage relationships and negotiations

Course outline

Introduction to relationship management

- Definition of relationship management
- Types of relationships

Development of supplier relationships

- Effective relationship management in procurement
- Supplier development programs

- Selecting and maintaining effective suppliers
- 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

Mode of delivery

Lectures, group discussions and presentations, and case study

Assessment

Individual and group courseworks and tests	30%
Final written examinations	70%

References

1. *Purchasing and Supply Chain Management* by Monczka, Trent and Handfield. © 1998. Reprinted with permission of South-Western, a division of Thomson Learning.
2. Kenneth Lysons and Brian Farrington(2006); *Purchasing and Supply Chain Management*, 7th Edition, Prentice Hall, London
3. N.A Saleemi,(2010); *Purchasing and Supplies Management Simplified*, 2nd edition, ACME press , Nairobi.