



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
WITH IT (SUPPLY CHAIN OPTION)**

3rd YEAR 2ND SEMESTER 2015/2016 ACADEMIC YEAR

NAMBALE CAMPUS

COURSE CODE: ABA 341

COURSE TITLE: RELATIONSHIP AND NEGOTIATIONS MANAGEMENT

Instructions

1. Answer Question One (compulsory) and ANY other 2 questions
2. Candidates are advised note to write on the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examination room

QUESTION ONE

- a) A good relationship with suppliers is a vital part of business success. Suppliers not only provide you with the goods and services you need to run your business - they can also be an important source of information, advice and trade credit. Explain atleast five ways of maintaining a good supplier relationship in a business. (10 marks)
- b) The supplier diversity industry offers many success stories of why investing in supplier development is essential for supplier diversity programs. Through focusing on supplier development, organizations are able to generate many mutually beneficial opportunities. Highlight five reasons why investing in supplier development programs is essential to organizations. (10 marks)
- c) Explain any five negotiations skills for global procurement (10 marks)

QUESTION TWO

Culture is a determining factor in the success of the organization. State and expound on any four importance of culture to an organization. (20 marks)

QUESTION THREE

- a) Mention any five challenges facing supplier development (10 marks)
- b) Explain the impacts of developing relationships throughout the supply chain. (10 marks)

QUESTION FOUR

- a) Selecting the suppliers who can meet your consumers' demand for higher-quality products may bring some initial costs, but it will pay off over time through consistent, high-grade materials. However, the process to find the ideal supplier is often not easy and requires discipline and hard work. Discuss any three factors which affect optimal supplier selection. (15 marks)
- b) Define culture. (5 marks)

