



**MURANG'A UNIVERSITY COLLEGE**

**A constituency College of Jomo Kenyatta University of Agriculture and Technology**

**School of Business and Commerce**

**Supplementary University Examinations**

**COURSE CODE: HPS 2306 - RELATIONSHIP MANAGEMENT**

***INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO***

**QUESTIONS**

**DATE: 29<sup>TH</sup> JUNE, 2016**

**TIME: 2 HRS**

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**Instructions: *Answer Question 1 and any Other Two***

**QUESTION ONE**

- a) The efforts in supply chain management are focused around some issues. Discuss five major issues influencing supply chain relationships. (10 Marks)
- b) Discuss five different types of relationships that are likely to be adopted in a chain of retail outlets. (10 Marks)
- c) Write brief explanatory notes on the following supply chain concepts
  - i) Vendor managed inventory (VMI) (3 Marks)
  - ii) Just in time (JIT) (3 Marks)
  - iii) Strategic alliance (4 Marks)

**QUESTION TWO**

- a) True partnerships are not easily created and much has to be done to get the most out of any partnerships. Using well articulated examples discuss six major challenges for developing successful partnerships. (12 Marks)

- b) Supplier networks can be formal or informal group of companies whose common interest is that they all supply to a particular customer or support an entire industry. Discuss the Japanese Kairetsu and Italian district supporting your argument with relevant examples (8 Marks)

### **QUESTION THREE**

- a) Supply chain coordination improves if all stages of the supply chain take action so that together they may increase total supply chain profits. Lack of coordination can be detrimental to the survival of the partnerships. Discuss the major consequences of lack of coordination in supply chain. (10 Marks)
- b) Choosing which type of relationship to adopt in a given supply chain situation is an important strategic issue, as such a number of approaches seek to segment suppliers into various categories. In light of the above discuss the purchase portfolio matrix (10 Marks)

### **QUESTION FOUR**

- a) Supplier benchmarking refers to quantifying variables which influence the performance of the supplier. Discuss five benchmarking factors. (10 Marks)
- b) “Trust and cooperation among channel members are key to achieving high level of customer service” do you agree or disagree. Support your point of view (10 Marks)

### **QUESTION FIVE**

- a) State the advantages of using early supplier involvement in product development (5 Marks)
- b) How would you create competitive advantage in supply chain. (15 Marks)