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**University Examinations 2014/2015**

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**HPS 2306: RELATIONSHIP MANAGEMENT**

**DATE: OCTOBER 2015 TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Explain the following concepts:
2. Relationship management. (4 Marks)
3. Customer relationship management. (2 Marks)
4. Business relationship management. (2 Marks)
5. Enterprise relationship management. (2 Marks)
6. Strategic relationships are important in an organization. Justify. (10 Marks)
7. Identify and explain the various sources of information about the suppliers. (10 Marks)

**QUESTION TWO (20 MARKS)**

Compare and contrast the traditional and collaborative buyer-supplier relationship.(20 Marks)

**QUESTION THREE (20 MARKS)**

1. Discuss the major purpose of inter-organizational relationships. (10 Marks)
2. Explain the characteristics of successful collaborative buyer-supplier relationships.

(10 Marks)

**QUESTION FOUR (20 MARKS)**

1. What is a joint venture? Why would you encourage someone to go for it. (10 Marks)
2. Discuss the role of communication in supplier relationship. (10 Marks)

**QUESTION FIVE (20 MARKS)**

Citing relevant examples, discuss the various sources of information about suppliers. (20 Marks)