



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**THIRD YEAR SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 341: RELATIONSHIP AND NEGOTIATIONS MANAGEMENT

Date: 9th June, 2017

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other THREE.
- Question one carries 25 marks and the rest 15 marks each



QUESTION ONE - COMPULSORY

(25 Marks)

- a) To what extent do you consider adversarial leverage to be still prevalent? Can you provide an example of adversarial leverage from your own experience? (5 Marks)
 - b) Explain the strategic reasons for maintaining a good relationship with the supplier. (10 Marks)
 - c) Discuss the importance of organizations culture in a supply chain setting (10 Marks)
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QUESTION TWO

(15 Marks)

- a) Discuss the stages in the negotiation processes and how buyers can ensure that they negotiate effectively at each stage of a negotiation. (9 Marks)
 - b) "Organization increasingly moving from transactional to relationship purchasing." Discuss. (6 Marks)
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QUESTION THREE

(15 Marks)

- a) "Effective SRM requires not only institutionalizing new ways of collaborating with key suppliers, but also actively dismantling existing policies and practices that can impede collaboration and limit the potential value that can be derived from key supplier relationships. At the same time, SRM should entail reciprocal changes in processes and policies at suppliers." Briefly describe the various components of Supplier Relationship Management. (12 Marks)
 - b) Highlight the three important factors in a negotiation (3 Marks)
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QUESTION FOUR

(15 Marks)

- a) "Supplier segmentation is one of the strategies used in effective Supplier Relationship Management." Discuss. (6 Marks)
 - b) Discuss some of the Benefits of a Good Supply Chain Relationship Management to the supplier. (9 Marks)
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QUESTION FIVE

(15 Marks)

- a) "No relationship should or can be expected to last forever as organizations operate in a dynamic environment. The ending of a relationship may not necessarily mean failure and there may be positive as well as negative outcomes for one or both of the parties involved." Highlight the various reasons for termination of a supplier relationship. (10 Marks)
- b) Briefly discuss the several considerations to make before terminating a Supplier Relationship. (5 Marks)