



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 445: STRATEGIC PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

Date: 2nd August, 2017

Time: 8.30 - 11.30 am

INSTRUCTIONS:

- Answer question ONE and any other THREE questions
- Question ONE carries 25 marks while the rest carry 15 marks each



Question One - Compulsory

- (a) Distinguish between the vision and mission of an organization (2 Marks)
- (b) Define, by giving relevant examples, any five key concepts in Strategic Management
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- (c) State the benefits of effective Strategic Management for a procuring organization (5 Marks)
- (d) Illustrate how a business may achieve sustained competitive advantage (3 Marks)
- (e) Describe the Strategic Management process (5 Marks)
- (f) List the steps that can guide the writing of a procurement strategy (5 Marks)
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Question Two

- (a) Using an organization you are familiar with operating in a competitive environment; identify two external opportunities and two external threats (4 Marks)
- (b) Suggest two internal strengths and two internal weaknesses that would characterize the organization in (a) above (4 Marks)
- (c) Outline what you would consider are the most important lessons for business leaders that can be garnered from the "*Art of War*" writings by *Sun Tzu* (7 Marks)

Question Three

- (a) Distinguish between "strategic planning" and "strategic thinking" (4 Marks)
- (b) Suggest any six benefits of strategic thinking in the context of supply chain management (6 Marks)
- (c) Examine how the external environment may affect the supply chain function of a business organization (5 Marks)

Question Four

- (a) Identify and describe the key phases of the process of formulating a procurement strategy for a large business organization (10 Marks)
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- (b) Explain the rationale for documenting the procurement programme for strategy formulation for the procurement function in the organization (5 Marks)

Question Five

- (a) Discuss any five supply chain strategies you are familiar with (10 Marks)
- (b) Provide a justification for documenting the policy context when preparing to write a procurement strategy (5 Marks)