



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH  
INFORMATION TECHNOLOGY**

**CITY CAMPUS**

**ABA 341: RELATIONSHIP AND NEGOTIATIONS  
MANAGEMENT**

Date: 12<sup>th</sup> June, 2017

Time: 5.30 - 8.30 pm

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**INSTRUCTIONS:**

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



**QUESTION ONE - COMPULSORY**

**(25 Marks)**

- a) Explain how you would measure the effectiveness of an Institutional Negotiation Approach (10 Marks)
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- b) Briefly highlight reasons why organizations are increasingly moving from transactional to relationship purchasing? (10 Marks)
- c) "Supplier Appraisal is situational. What to appraise is related to the requirements of the particular purchaser. All appraisals should, however, evaluate potential suppliers from eight perspectives." Highlight any five supplier appraisal perspectives used by organizations to appraise their suppliers. (5 Marks)
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**QUESTION TWO**

**(15 Marks)**

- a) With illustrative examples explain the various range of Relationships in the Supply Chain. (9 Marks)
- b) Outline the various types of Relationship management in the business environment (6 Marks)

**QUESTION THREE**

**(15 Marks)**

- a) Describe the five models of Supplier Relationship (10 Marks)
- b) Discuss the practical usefulness of the Supplier Relationship models (5 Marks)

**QUESTION FOUR**

**(15 Marks)**

- a) Discuss the dimensions of culture as developed by Hofstede. (10 Marks)
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- b) Discuss the several considerations to make when terminating a Supplier Relationship. (5 Marks)

**QUESTION FIVE**

**(15 Marks)**

- a) Highlight the steps you would take as a supply chain manager to develop your organizations supplier. (9 Marks)
- b) Outline the advantages of having a supplier Development Programme (6 Marks)