



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

CITY CAMPUS

**ABA 445: STRATEGIC PROCUREMENT AND SUPPLY CHAIN
MANAGEMENT**

Date: 24th July, 2017

Time: 5.30 - 8.30 pm

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) Define the term 'Strategy' (2 marks)
- (b) Describe the Five-Forces Model of Industry Analysis proposed by Porter (5 marks)
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- (c) Examine briefly any three theories of Strategy Formulation (6 marks)
- (d) Using relevant examples differentiate between the Competitive Environment and the Macro-Environments of an organization (6 Marks)
- (e) Analyze the implications of the Strategic Approach to Procurement and Supply Chain Management (6 marks)

Question Two

- (a) Briefly explain the principles of Competence-Based Competition (4 Marks)
- (b) Compare and contrast The Traditional and Strategic Procurement Approaches (4 Marks)
- (c) Describe the Strategic Procurement Management Process (7 Marks)

Question Three

- (a) Evaluate any ONE technique of Internal Analysis of an organization (3 Marks)
- (b) Describe the levels of Strategy in a large corporate body (6 Marks)
- (c) Analyze the Strategic Management Process (9 Marks)

Question Four

- (a) Describe how the Supply Chain Strategy may be aligned with the Corporate Strategy (4 Marks)
- (b) Discuss any three Strategic Supply Chain Management Issues (6 Marks)
- (c) Evaluate the drivers of change in Global Supply Chains (5 Marks)

Question Five

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- (a) State the benefits of the business-wide Procurement Strategy (3 Marks)
- (b) Examine the provisions of any three Models of the Strategy Process (6 Marks)
- (c) Compare and contrast Porter's 'Generic Strategies' and Ansoff's 'Directions for Business Growth' approaches. (6 Marks)