



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

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

CITY CAMPUS

ABA 341: RELATIONSHIPS AND NEGOTIATION MANAGEMENT

Date: 30th April 2018

Time 5.30 - 7.30pm

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) XYZ Company produces a wide range of industrial products. One of the products ranges is a specialized plastic molding produced for a customer who is very demanding on quality requirements. Unfortunately, none of the current suppliers is performing consistently to a satisfactorily required standard. As you have some internal capacity available internally it may be viable to manufacture it in-house. As the procurement manager, discuss the factors you would consider. (9 Marks)
- b) Describe the three steps involved in the benchmarking processes. (6 Marks)
- c) Explain the strategic reasons for maintaining a good relationship with the supplier. (10 Marks)

QUESTION TWO

(15 Marks)

- a) Describe the factors that should be considered in deciding what type of relationship to build with a specific supplier. (10 Marks)
- b) Discuss the importance of organizations culture in a supply chain. (5 Marks)

QUESTION THREE

(15 Marks)

Identify and discuss three performance measures used in the following areas: asset management, cost, customer service, productivity, and quality (15 Marks)

QUESTION FOUR

(15 Marks)

- a) Identify 10 practices that foster efficient, fair relationships with “C” – level customers and supplier. (10 Marks)
- b) Discuss five reasons managers should care about these relationships (5 Marks)

QUESTION FIVE

(15 Marks)

- a) Identify the most important tools and techniques that facilitate alliance development. (12 Marks)
- b) Identify and explain some the barriers to utilizing these techniques? (3 Marks)