END OF SEMESTER EXAM
DECEMBER 2021

COURSE CODE: DSM 102
COURSE TITLE: FUNDAMENTALS OF PURCHASING AND SUPPLY MANAGEMENT

Lecturer: Mr. D. NDONYE

Instructions

This exam contains six questions each 10 marks. Attempt total four questions. Question 1 is compulsory.

QUESTION 1 (Compulsory)

(a) Define the term purchasing. **(2 mark)**

(b) Explain the meaning of a cooperative supplier partnership. **(2 marks)**

(c) Discuss TWO key characteristics of the globalized supply chain businesses environment. **(2 marks)**

(d) Explain FOUR goals of supply chain management. **(4 marks)**

QUESTION 2

(a) State TWO benefits of global outsourcing. **(2 marks)**

(b) Outline FOUR strategic challenges of globalization on supply chain management. **(4 marks)**

(c) Explain FOUR intrinsic flows of a supply chain. **(4 marks)**

QUESTION 3

(a) Customer service represents a chain of events an organization undertakes in order to keep customers. State FOUR examples of such events. **(4 marks)**

(b) Explain the THREE distinctive phases representing the interface between the firm and its customers. **(6 marks)**

QUESTION 4

a) Explain the TWO main business processes that typically comprise the supply chain process. **(4 marks)**
b) Discuss three examples of unethical supply chain behaviors. **(6 marks)**

QUESTION 5

a) State FIVE barriers to communication when procuring products and services in an organization **(5 marks)**
b) With many products available in the market today, customers have a wide variety of choices for their purchases. State FIVE ways in which suppliers can influence the market for increased demand of their products. **(5 marks)**

QUESTION 6

(a) Define ethics, in the context of supply chain management. **(2 marks)**
b) Explain FOUR managerial benefits the buying firm can get from forming cooperative partnerships with suppliers. **(8 marks)**