

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAMINATIONS

2021/2022 ACADEMIC YEAR FOURTH YEAR FIRST SEMESTER FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCP 411

**COURSE TITLE: MANAGING SUPPLY CHAIN
RELATIONSHIPS**

DATE: 01/02/2022 TIME: 2.00 – 4.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

CASE STUDY

Kenya and Britain Supply chain relations after BREXIT

From time immemorial, Kenya and Britain have had an established trade and investment relationships involving high value horticultural produce (which includes fresh vegetables, flowers and fruit) and beverages (coffee and tea) responsible for 90% of total Kenyan exports to the UK. However, Kenya's share of exports to the UK is declining. Kenya is facing competition from Rwanda, Ethiopia, Tanzania and Cote D'Ivoire among others, due to high cost of production, wages, marketing systems and standards compliance. On Tuesday 8th December, 2020, Kenya and United Kingdom (UK) signed an Economic Partnership Agreement that will ensure that all British companies and businesses operating in Kenya can continue to benefit from duty free access to the UK markets including florists who will be able to maintain tariff free supply routes for Kenya's flowers. In as much as this agreement seemed lucrative and celebrated, Kenya must use this opportunity to increase the number of export products to the UK to balance its foreign trade.

Required:

- a) Discuss **SIX** characteristics of the bilateral relationships between Kenya and Britain (12mks).
- b) Relate supply chain philosophy to Supply chain relationships (8mks)
- c) Discuss **FIVE** roles of effective communication in the bilateral relationship between Kenya and Britain (10Marks)

QUESTION TWO

- a) Describe the Evolution of supply chain relationships (12Marks)
- b) Explain **FOUR** characteristics of Adversarial supply chain relationships (8Marks)

QUESTION THREE

- a)Discuss **FIVE** Advantages of closer buyer-seller relationship (10Marks)
- b) Explain **FIVE** effective ways of handling ethical issues in supply chain relationships (10 Marks)

QUESTION FOUR

- a) Propose **FIVE** Obstacles to the development of a closer relationships between a purchaser and a seller. (10Marks)
- b) Explain **FIVE** components of supply chain relationship Management (10 Marks)

QUESTION FIVE

- a) Describe the procedure used in the supplier evaluation and selection process (12 Marks)
- b) Appraise **FIVE** Supply risk faced by organizations (8 Marks)