

# **BINDURA UNIVERSITY OF SCIENCE EDUCATION**

## **FACULTY OF COMMERCE**

### **DEPARTMENT OF ECONOMICS**

**PROGRAMME:** BACHELOR OF COMMERCE HONOURS DEGREE IN PURCHASING AND SUPPLY  
**COURSE:** RELATIONSHIP MANAGEMENT 1: PAS 206(3)  
**DURATION:** 3 HOURS

JUN 2023

#### **Instructions to candidates**

1. Answer any FOUR(4) out of the following SIX(6) questions
2. All questions carry equal marks of 25
3. Start a new answer on a fresh page
4. No cellphones are allowed in the examination room

#### **Question 1**

Discuss the relationship between the government and business organizations. [25 Marks]

#### **Question 2**

- a) Explain five reasons for the termination of relationship. [10 Marks]
- b) Discuss the role of relationship formation in the supplier relationship. [15 Marks]

#### **Question 3**

- a) How does an organisation determine the difference between a critical supplier and non-critical supplier? [10 Marks]
- b) Comment and explain the objectives of external communication. [15 Marks]

#### **Question 4**

Discuss the role of outsourcing service providers in an organisation. [25 Marks]

#### **Question 5**

Discuss the strategies that can be used to improve supplier relationship management (SRM). [25 Marks]

#### **Question 6**

Discuss the Bensaou Model of portfolio relationship. [25 Marks]

**THE END**