BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT: ECONOMICS

PROGRAMME: BCOM. PURCHASING AND SUPPLY

Nov 2023

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COURSE CODE PAS208 : SUPPLY MARKET ANALYSIS 2

DURATION: 3 HOURS   TOTAL MARKS: 100

INSTRUCTIONS TO CANDIDATES

1. Answer **Any Four** Questions.
2. Each question carries 25 Marks
3. No cell phones are allowed in the examination room.

QUESTION 1

With reference to the supply market analysis framework (SMA-framework) by Lobermeyer and Kotzab (2010) illustrate how the variables affect supply market analysis.   (25 marks)

QUESTION 2

Discuss the approaches that the buyer can take to obtain reliable information about suppliers' financial positions.   (25marks)

QUESTION 3

Evaluate how the porters five forces is use to determine where the balance of power lies in the supply market.   (25 marks)

QUESTION 4

(a) Draw and label the supplier preferencing mode.   (7 marks)
(b) Outline THREE attributes of an attractive buying organization as perceived by the seller.   (9 marks)

(c) Outline THREE attributes of an attractive supplier as perceived by a buying organization. (9 marks)

QUESTION 5

Discuss the sources and methods that can be used to gather information regarding supply markets. (25 marks)

QUESTION 6

Discuss the key dimensions of the Supply Market Analysis Framework. (25 marks)