

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF ECONOMICS

**BACHELOR OF COMMERCE HONOURS DEGREE IN PURCHASING AND
SUPPLY**

RELATIONSHIP MANAGEMENT 2 (PAS209)

JUN 2023

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer any four (4) questions
 2. Begin a new answer on a new page
 3. All questions carry 25 marks
-

QUESTION ONE

Analyse the role of transparent communication between buyers and suppliers in the effective management of supply relationships. **[25 Marks]**

QUESTION TWO

Discuss the benefits of supplier development in relation to:

- a) Supplier perspective **[15 Marks]**
- b) Buyer perspective **[10 Marks]**

QUESTION THREE

‘Collaborative relationships unlock more value within the supply chains than competitive relationships’. Discuss. **[25 Marks]**

QUESTION FOUR

Explain how the following technologies can impact on communication and relationships in the supply chain:

- a) Internet **[5 Marks]**
- b) Intranet **[5 Marks]**

c) Virtual conferencing

[5 Marks]

d) Google meet

[5 Marks]

e) Electronic Data Interchange (EDI)

[5 Marks]

QUESTION FIVE

Explain the major concerns a supplier will be concerned with when assessing a supply relationship.

[25 Marks]

QUESTION SIX

Discuss **five (5)** conflict resolution strategies that may be employed by both the purchaser and seller to resolve disputes.

[25 Marks]

-----END-----