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**University Examinations 2015/2016**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**BBS 3325: RELATIONSHIP MANAGEMENT**

**DATE: AUGUST 2016 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Explain the following concepts:
2. Relationship Management (2 Marks)
3. Customer Relationship Management (2 Marks)
4. Supplier Relationship Management (2 Marks)
5. Business Relationship Management (2 Marks)
6. Intra-organizational Relationship (2 Marks)
7. Discuss the major purpose of inter-organizational relationships (10 Marks)
8. Discuss the components of supplier relationship management. (10 Marks)

**QUESTION TWO (20 MARKS)**

Buyer-supplier relationships are major form of organizational relationships. Discuss the major types of Buyer-supplier relationships showing the importance of each in creating competitive advantage of the organization. (20 Marks)

**QUESTION THREE (20 MARKS)**

1. Discuss the stages of relationship formation in an organization. (10 Marks)
2. Discuss the approaches applied in establishing and managing Buyer-supplier relationships. (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the following types of relationships:
2. Joint venture (4 Marks)
3. Alliances (4 Marks)
4. Partnership (4 Marks)
5. Discuss the basis of successful long-term relationships. (8 Marks)

**QUESTION FIVE (20 MARKS)**

1. Explain the meaning and nature of co-destiny relationships. (10 Marks)
2. Explain the role of supplier and supplier company relationship life cycle. (10 Marks)