

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BBM1093
COURSE	: SUPPLY CHAIN MANAGEMENT
SEMESTER/SESSION	: 2-2021/2022 AND 2-2022/2023
DURATION	: 3 HOURS

**Instructions:**

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise up your hand and ask the invigilator.

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO****THIS BOOKLET CONTAINS 2 PRINTED PAGES INCLUDING THE COVER PAGE**

**QUESTION 1**

Reverse auctions can be used for one specific product/service in a spot buy or for contracts to provide the products or services over the course of a year. The goal of reverse auctions is to bring buyers and sellers together to expose prices on a dynamic and real-time basis. A reverse auction involves suppliers bidding on a clearly specified buyer requirement (Raleigh, 2004).

Provide an example of a reverse auction from any company that you know of, and discuss its advantages for procurement teams. (25 marks)

**QUESTION 2**

- a) Discuss **FIVE (5)** tips that allow a company to attain negotiation power toward their potential suppliers. (10 marks)
- b) In striking a deal, there are a lot of negotiation tactics were implemented to achieve the best deals. Justify **FIVE (5)** negotiation tactics that you think are the most effective. (10 marks)
- c) State **FIVE (5)** planning pitfalls that every procurement manager mustn't do in negotiation deals. (5 marks)

**QUESTION 3**

You as a young entrepreneur planning to evaluate and select a supplier. By following the steps of the supplier evaluation and selection process, depict a supplier selection process for your company. (12.5 marks)

**QUESTION 4**

Explain what is outsourcing and give **FIVE (5)** of its advantages and **FIVE (5)** of its disadvantages. (12.5 marks)

**QUESTION 5**

Today, firms face the challenge of prospering in the face of highly competitive world markets. The ability to relate effectively to outside environments—social, economic, political, legal, and technological—to anticipate changes, adjust to changes, and capitalize on opportunities by formulating and executing strategic plans is a major factor in generating future earnings and is critical to survival. Supply must be forward-looking. A supply strategy is a supply action plan designed to permit the achievement of selected goals and objectives. If well developed, the strategy will link the firm to the environment as part of the long-term planning process.

- a) Discuss **FIVE (5)** overall supply strategies for the procurement manager. (15 marks)
- b) In order to be successful in managing the supply, explain **THREE (3)** levels of approach to strategic planning. (6 marks)
- c) Illustrate a figure that shows the supply strategy that is compatible with the organization's strategy. (4 marks)

-----End of question-----