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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FIRST YEAR, FOURTH SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN PROCUREMENT AND SUPPLIES MANAGEMENT**  
**DPS 1404: PURCHASING AND SUPPLY STRATEGY**

Date: 13<sup>TH</sup> DECEMBER 2022

Time: 11:30a.m- 1:30p.m

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

A strategy is a formulated way or means of achieving intended results in solving issues.

- (a) List down the three main levels of strategy in strategic management. (3 Marks)
- (b) State what Customer satisfaction in customer relations is. (4 Marks)
- (c) Explain the "Intent" phase in strategic management. (3 Marks)
- (d) Explain what the Green issues concept represents in Purchasing and supply chain function. (4 Marks)
- (e) What is "Quality" in purchasing and supply perspective. (3 Marks)
- (f).Differentiate Buying and Purchasing in the supply chain context. (4 Marks)
- (g).Give one reason strategies are formulated. (3 Marks)
- (h).Ethics are an Integral part of purchasing and supply activity. State what they are giving one example. (4 Marks)
- (i). Explain what is an Adhock committee in inspection of materials. (2 Marks)

**QUESTION 2 (20 MARKS)**

- (i). An effective strategy is expected to be "Smart". Discuss the smart concept in relation to strategic management. (4 Marks)
- (ii). Expound on what the SWOT analysis concept represent in the strategic management. (8 Marks)
- (iii)Discuss the PESTLE tool of scanning the environment. (8 Marks)

**QUESTION 3 (20 MARKS)**

- (i).Discuss the Three levels of strategy with a keen interest on the strategy formulators. (7 Marks)
- (ii).Elaborate on the importance of the "Evaluation" and "Control" stages of strategic implementation. (7 Marks)
- (iii). Give two Merits of planning in strategic management operations. (6 Marks)

**QUESTION 4 (20 MARKS)**

- (i)When buying internationally one is likely to experience some advantages and disadvantages of international purchasing. Explain two reasons for buying internationally. (8 Marks)
- (ii) Explain two Demerits of buying internationally. (4 Marks)
- (iii)Highlight on two documents that are used in international purchasing. (8 Marks)

**QUESTION 5 (20 MARKS)**

- (i).In strategic implementation, "pilot testing" is highly recommended discuss the concept giving one of its advantages. (7Marks)
- (ii). "Green issues "are a key international concern that global business players observe keenly. With two examples elaborate what the term stands for. (6 Marks)
- (iii).Business ethics are a key factor in the world of business today. Discuss what they are listing Two Examples of Ethical factors. (7 Marks)