



MUNHUMUTAPA SCHOOL OF COMMERCE
Department of Management and Hospitality

MAIN PAPER

BACHELOR OF COMMERCE

PART 4 SEMESTER 1

MODULE NARRATION

**MANAGING SUPPLY
CONTRACTS AND SUPPLY
RELATIONSHIPS**

CODE

HLT 412

DATE

DURATION

3 HOURS

AT ZIMBABWE UNIVERSITY
RECEIVED
-- NOV 2024
EXAMINATIONS OFFICE

INSTRUCTIONS TO CANDIDATES

1. ANSWER **ANY FOUR** QUESTIONS
2. **ALL** QUESTIONS CARRY **25 MARKS** EACH
3. AS MUCH AS POSSIBLE **CITE RELEVANT** EXAMPLES

QUESTION 1

Examine the view that power and dependence lie at the heart of all supply relationships.

25 marks

QUESTION 2

Evaluating the performance of suppliers is a crucial function in managing supply relationships. Examine any two techniques that can be adopted when evaluating the performance of suppliers.

25 marks

QUESTION 3

Examine the concept of supplier development clearly articulating its merits and demerits in supply relationship management.

25 marks

QUESTION 4

Discuss the situations in which competitive tactics and relational strategies can be adopted in order to effectively and efficiently manage supply relationships.

25 marks

QUESTION 5

Examine the contribution of Porter (1980)'s five forces model in managing supply risks.

25 marks

QUESTION 6

The head of insurance at CBZ bank has been considering how to make efficiencies in the operation of the car insurance business unit. One option under consideration is to outsource the customer contact Centre (CCC) for its car insurance business. The work of the CCC currently involves dealing with customer telephone enquiries on issues such as insurance claims, policy changes, renewals and premiums/ payment information. To help him make a decision on whether or not to proceed, the head of insurance has asked for an evaluation of the proposed outsourcing of the CCC.

Explain how Transaction cost theory could help the head of insurance on deciding whether or not to outsource the car insurance business unit's customer contact center. **25 marks**