COOPERATIVE UNIVERSITY OF KENYA

UNIVERSITY EXAMINATIONS 2021/2022

YEAR III SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING & SUPPLIES MANAGEMENT

BPSM 3219: CATEGORY MANAGEMENT

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE COMPULSORY (30 MARKS)

a. Explain five key enablers in category management (10 marks)
b. Critique the steps in strategic procurement process (10 mark)
c. Assuming you are a category manager of the defunct Tuskys Supermarket whose management is considering a rebound to the Kenyan market, recommend innovative retail formats for a retail chain (10 marks)

QUESTION TWO

a. Explain the application of ABC analysis as applied in spend analysis (10 marks)
b. Explain the Kraljic Model and its application in category management (10 marks)
c. Discuss the importance of Supplier Positioning Model (10 marks)

QUESTION THREE

a. Explain the benefits of strategic acquisition (10 marks)
b. Discuss the stages in contracting for procurement projects (10 marks)

QUESTION FOUR

a. Explain demand patterns for category groups (7 marks)
b. Explain the procurement planning process (8 marks)
c. Discuss the importance of sales forecasting (5 marks