



ICM

DECEMBER 2016

PURCHASING STRATEGIES

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. The purchasing function often suffers from having a low profile in an organisation. Explain why this is the case and analyse the action that can be taken to raise the profile of the purchasing function. [20]
 2. The selection of a supplier is an important decision for a company and merits the investment of considerable resources. Review the main supplier selection techniques available to an organisation. [20]
 3. Explain the techniques available to a seller to condition a buyer. [20]
 4. Critically review the contribution of key account management to both a selling and a buying organisation. [20]
 5. Partnership sourcing is now a widely accepted method of obtaining goods and supplies. Analyse the arguments typically put forward to support a strategy of partnership sourcing. [20]
 6. Explain the commonly recognised building blocks of a purchasing strategy. [20]
 7. Compare and contrast single-sourcing and multiple-sourcing as methods by which an organisation can obtain goods. [20]
 8. Evaluate the significance of supply planning to organisational purchasing. [20]