



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

**EXAMINATION PAPER**

**COURSE CODE** : CPS 204

**COURSE TITLE** : SUPPLY MARKET ANALYSIS

**SPECIAL REQUIREMENTS** :

**DURATION** : 3 Hours

**LEVEL** : 2:2

**DATE** :

09 FEB 2022

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]
5. Use of practical examples where necessary is encouraged

**Question 1**

Compare and contrast Industrial espionage from competitor intelligence. **(25 Marks)**

**Question 2**

Identify and discuss **FIVE** major elements of Supply Market Intelligence (SMI). **(25 Marks)**

**Question 3**

Evaluate the **three (3)** laws of forecasting accuracy. **(25 Marks)**

**Question 4**

As a procurement professional, advise your Chief Executive Officer on the ways of improving Supply Market Intelligence. **(25 Marks)**

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**Question 5**

Evaluate key areas for gathering knowledge using market sounding concept. **(25 Marks)**

**Question 6**

Explain **five (5)** ways which a procurement professional may use to monitor supplier's financial health. **(25 Marks)**

**END**