



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CPS 221

COURSE TITLE : SUPPLY MARKET ANALYSIS

SPECIAL REQUIREMENTS : NO SPECIAL REQUIREMENTS

DURATION : 3 Hours

LEVEL : 2:2

DATE : 01. JUL 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 ONE

Identify an appropriate tool and explain how it can aid in Supply Market Analysis.

(25 Marks)

QUESTION TWO

Discuss the reasons for conducting supply market analysis by organisations.

(25 Marks)

QUESTION THREE

Using an organisation of your choice, explain when it is prudent to carry out Supply Market Analysis.

(25 Marks)

QUESTION FOUR

Describe the following forecasts as they relate to supply markets:

- a) Competitor forecasts **(5 Marks)**
- b) Capacity forecasts **(5 Marks)**
- c) Supply forecasts **(5 Marks)**
- d) Technology forecasts **(5 Marks)**
- e) Price forecast **(5 Marks)**

QUESTION FIVE

Explain how Supply Market Analysis should be carried out using the four SMA (Supply Market Analysis) dimensions.

(25 Marks)

END