



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CPS 221  
COURSE TITLE : SUPPLY MARKET ANALYSIS  
SPECIAL REQUIREMENTS : NO SPECIAL REQUIREMENTS  
DURATION : 3 Hours  
LEVEL : 2:2  
DATE : 4 APR 2023

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**

Explain any appropriate tool that can aid in Supply Market Analysis. **(25 Marks)**

**Question 2**

Outline the steps that an organisation may take to improve supply market intelligence. **(25 Marks)**

**Question 3**

Explain forward buying and hand to mouth buying strategies showing when they are appropriate. **(25 Marks)**

**Question 4**

Describe the following forecasts as they relate to supply markets:

- a) Competitor forecasts **(5 Marks)**
- b) Economic forecasts **(5 Marks)**
- c) Supply forecasts **(5 Marks)**
- d) Technology forecasts **(5 Marks)**
- e) Political forecasts **(5 Marks)**

**Question 5**

Describe 5 major key areas for gathering knowledge for the company through market sounding. **(25 Marks)**

END

15 / 28 PM