



**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** : 01 AUG 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

Identify five signs that a procurement function can use to indicate that certain suppliers are experiencing financial difficulties. (25 Marks)

### Question 2

Discuss the approaches that a procurement profession may use to obtain reliable information about the suppliers' financial position. (25 Marks)

### Question 3

Explain the major sources of supply market risk that can impact the procurement activities of an organisation. (25 Marks)

### Question 4

Evaluate the different forecasts that a procurement executive may use to predict the future supply market performance. (25 Marks)

### Question 5

Explain the following terms as applied in supply market analysis:

- a) Buyer market (5 Marks)
- b) Market intelligence (5 Marks)
- c) Market conditions (5 Marks)
- d) Competitor intelligence (5 Marks)
- e) Industrial espionage (5 Marks)

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