



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 :

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer a total of **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 []

QUESTION ONE

Outline any 5 ways in which Supply Market Analysis can improve Supply Chain operations of a manufacturing company of your choice. **[25 Marks]**

QUESTION TWO

Critically analyse 5 major stages involved in carrying out Supply Market Analysis. **[25 Marks]**

QUESTION THREE

Using the Six Markets Model, explain how it can help in identifying additional stakeholders from both internal and external areas. **[25 Marks]**

QUESTION FOUR

Discuss 5 major drivers of Supply Market Analysis of any industry of your choice. **[25 Marks]**

QUESTION FIVE

Outline any 5 benefits of conducting Supply Market Analysis of an organisation of your choice. **[25 Marks]**