



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS**

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**DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP**

**EXAMINATION PAPER**

**MODULE CODE** : CPS 425  
**MODULE TITLE** : STRATEGIC PROCUREMENT  
**SPECIAL REQUIREMENTS** : NO SPECIAL REQUIREMENTS  
**DURATION** : 3 Hours  
**LEVEL** : 4:2  
**DATE** : 11 JUN 2025

**INSTRUCTIONS TO CANDIDATES:**

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

## SECTION A

### CASE STUDY

Supply chain professionals at Nestlé play a critical role in ensuring quality products reach our customers and consumers. To achieve this, we collaborate with the commercial teams to develop the demand forecast, and with our suppliers around the world to ensure responsibly sourced materials. In alignment with operations, we balance inventory levels to establish the right supply of our products. Once produced, supply chain is responsible for safely storing and transporting our products to meet our customers' and consumers' needs in-full and on-time. We are an aligned, agile, and adaptable organization that is committed to delivering results, not only within supply chain, but also in support of overall business priorities. Supply chain professionals can take many different paths in building a rewarding career at Nestlé. Whether you join us in Demand and supply planning, Procurement, Physical logistics or Customer service, you'll help us gain a real competitive edge by bringing us closer to our customers and making sure our products are available at the right time in the best condition. With the large scope of opportunities at Nestlé, you have the ability to change roles and locations, even globally. As strategic partner of the business, our procurement team helps the company achieve sustainable growth. Procurement professionals at Nestlé, ensure responsibly-sourced supply and create value. Located in hubs in Switzerland, Panama and Malaysia, the division provides a range of services, including the management of procurement for specific raw materials, packaging, indirect materials and other services. The hubs also support markets with managing local spend. For you, that will mean the opportunity to become a real strategic partner – delivering sustainable value and working with the business, for the business.

### QUESTION ONE

Discuss at least five major factors that has enabled NESTLÉ to have a strong customers satisfaction policy.

**[25 Marks]**

## SECTION B

### QUESTION TWO

Define the following terms:

- a) Single sourcing [5 Marks]
- b) Multi-sourcing [5 Marks]
- c) Global sourcing [5 Marks]
- d) Local sourcing [5 Marks]
- e) Subcontracting [5 Marks]

### QUESTION THREE

ZEGU Procurement Department wants to procure furniture for the university hence as one of the procurement graduate you have been tasked to systematically outline five major concerns in international procurement environments. [25 Marks]

### QUESTION FOUR

- a) Define e-procurement. [5 Marks]
- b) Advise the chief procurement head of your organization on the essence of applying e-procurement in your operations as a strategy, highlighting its pros and cons. [20 Marks]

### QUESTION FIVE

Examine five key factors that account for growth in global procurement from the emerging markets of South-East Asia. [25 Marks]

END