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ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

MODULE CODE : CPS221  
MODULE TITLE : Supply Market Analysis  
DURATION : 3 Hours  
LEVEL : 2.2  
DATE : 09 JUN 2025

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed
3. Answer question number **one (1)** in Section A (Compulsory) and any other **three (3)** questions in Section B.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets [ ]
6. Show all workings, where applicable.

**QUESTION ONE**

Supply market analysis provides information that is critical to develop effective procurement strategies. Discuss [25 marks]

**QUESTION TWO**

Evaluate the significance of supply market analysis. [25 marks]

**QUESTION THREE**

Evaluate how the SWOT is used in market analysis [25 marks]

**QUESTION FOUR**

With the aid of relevant examples, discuss the key criteria used during supplier selection and evaluation process [25 marks]

**QUESTION 5:**

Evaluate the different forecasts a procurement executive may use to predict the future supply market performance [25 marks]