

**UNIVERSITY OF BOLTON**

**OFF CAMPUS DIVISION**

**SCMPC MALAYSIA**

**MSC SUPPLY CHAIN MANAGEMENT**

**SEMESTER 1 EXAMINATION 2018/2019**

**PROCUREMENT AND OPERATIONS MANAGEMENT**

**MODULE NO. EBU7001**

Date: Saturday 2<sup>nd</sup> February 2019

Time: 3 hours

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**INSTRUCTIONS TO CANDIDATES:**

There are 6 questions on this paper.

Answer 4 questions.

All questions carry equal marks.

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University of Bolton  
Off Campus Division  
SCMPC Malaysia  
MSc Supply Chain Management  
Semester 1 Examination 2018/2019  
Procurement and Operations Management  
Module No. EBU7001

1) Critically evaluate how effective procurement contributes to the competitive advantage of private sector organisations, or the creation of public value in public sector organisations, supporting your argument with appropriate examples.

**[Total 25 marks]**

2) The Kraljic Portfolio introduced a systematic method for segmenting an organisation's suppliers. Critically discuss the Kraljic Portfolio and its role in the analysis of an organisations supply markets.

**[Total 25 marks]**

3) Procurement Ethics are an indispensable component of effective procurement practice. Critically assess the most important elements of a Procurement Ethics policy.

**[Total 25 marks]**

4) Competitive Tendering is the cornerstone of procurement strategies to obtain value for money. Critically evaluate the role of competition in securing value for money and discuss the 4 pre-requisites that must be satisfied for competitions to achieve value for money.

**[Total 25 marks]**

5) Critically evaluate the importance of planning a negotiation for a good or service of your choice, illustrating your argument with appropriate examples.

**[Total 25 marks]**

6) Negotiations are frequently understood to move through four phases; Prepare, Discuss, Propose, Bargain. Critically evaluate the contribution that the most significant elements of each of these four phases of negotiation makes to achieve a mutually successful outcome.

**[Total 25 marks]**

**END OF QUESTIONS**