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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2012/2013 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

Date: 19<sup>th</sup> April, 2013  
Time: 2.00pm – 4.00pm

**KPS 100 - PRINCIPLES OF PURCHASING**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) State three ways in which industrial ecology aims to manage human activity on a sustainable basis. (3 Marks)
- b) Outline six (6) differences between purchasing and design orientation in the purchasing and development of a new product. (6 Marks)
- c) Briefly explain the five approaches to defining quality. (10 Marks)
- d) Briefly explain four factors that are of particular importance to the integration of suppliers into developing a new product. (8 Marks)
- e) Outline three drivers of innovation in addition to achieving sustainable advantage. (3 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss the seven stages involved in the development of a new product. (14 Marks)
- b) Explain the three forms in which the relationship between purchases and suppliers can take in the development of a new product. (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Explain the terms and reliability as used in purchasing. (4 Marks)
- b) Discuss the eight dimensions of quality. (16 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain the eight advantages of Early Supplier Involvement (ESI) in the development of a product. (16 Marks)
- b) There are two aspects of Design for Disassembly (DFD) in product innovation. Briefly explain them. (4 Marks)

**QUESTION FIVE (20 MARKS)**

With an aid of a diagram, explain the product life cycle stages in product innovation. (20 Marks)