

**041605T4SCM**

**SUPPLY CHAIN MANAGEMENT LEVEL 5**

**BUS/OS/SC/CR/05/5**

**Conduct Market Survey**

**November/December 2025**



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION  
COUNCIL (TVET CDACC)**

**WRITTEN ASSESMENT**

**TIME:3 HOURS**

**INSTRUCTIONS TO CANDIDATE**

1. This paper consists of **TWO** sections: **A** and **B**.
2. Attempt **ALL** questions in section A.
3. Attempt question **ELEVEN** (11) and any other **TWO** (2) questions in section B.
4. Marks for each question are indicated in the brackets.
5. Candidates are provided with a separate attempt booklet
6. Do not write on the question paper

**This paper consists of FOUR (4) printed pages**

**Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing.**

## SECTION A (40 MARKS)

*Attempt ALL the questions in this section.*

1. Requisition is a formal document issued by a user department to request purchase of specific type of goods or services. State FOUR steps you would take, to process and record this requisition before finalizing the request of goods or services. (4 Marks)
2. Suppliers who depend heavily on imports of raw materials from other country can face new imposed trade restrictions. State any other FOUR challenges of importing goods from other countries. (4 Marks)
3. Before a company launches a new product in the market, they conduct a survey to understand customer expectations. Identify FOUR reasons for conducting the survey. (4 Marks)
4. You are the Chief Negotiation Officer in Kirutubi Firm. You have been assigned to head negotiations with KRG a monopoly company that specializes in supply of computer hardware parts. Given their strong market position, list FOUR negotiation strategies you will employ to achieve a favorable share of the market for your organization. (4 Marks)
5. A global oil crisis leads to higher production costs in local manufacturing. List FOUR effects this may have on supply and pricing. (4 Marks)
6. Nairobi city in Kenya has many food delivery apps, but customers still complain about high delivery fees. State FOUR market needs and structure that the companies should address. (4 Marks)
7. Delamare Milk Company plans to introduce a new eco-friendly packaging material. Before production, they prepare product specifications. State FOUR aspects the specifications should clearly define. (4Marks)
8. Farmers in Katarina village produce French beans during the same season for commercial purposes, this causes French beans flooding in the market. Identify FOUR likely outcomes for both sellers and buyers. (4 Marks)
9. As an Analytical officer of Chibude Industries' you have market data from FOUR suppliers for ethanol. State FOUR factors you would consider when picking one of the suppliers to supply you with ethanol. (4 Marks)
10. You are leading a survey team of five members to collect data in three different markets. Identify FOUR ways you would communicate with the team in the process of collecting the data. (4 Marks)

## SECTION B (60 MARKS)

*Attempt question ELEVEN (11) and any other TWO (2) questions in this section.*

*Read the case study below and answer question Eleven (11)*

Harvest Foods Ltd, a mid-sized snacks manufacturer, planned to launch a new range of gluten-free biscuits. The production department developed detailed specifications for a special type of oat flour required for the recipe. Before procurement could proceed, the purchasing team had to confirm whether this type of flour was consistently available in the local market. They conducted a market survey across different regions, visiting retail outlets, wholesalers, and agricultural cooperatives. Data showed that while some distributors stocked oat flour, only a few met the required quality grade, and seasonal fluctuations affected supply volumes. The team needed to determine if supply reliability was strong enough to support continuous production or if alternative sourcing strategies (such as importation or contracts with local farmers) should be explored.

11.

- a) Explain FIVE factors the company should consider when selecting a suitable supplier for its goods. (10 Marks)
- b) Discuss FIVE risks an organization may face if it fails to establish a suitable supplier for the goods. (10 Marks)

12. A manufacturing company in Kenya that manufacture eco-friendly packaging, wants to expand into Tanzania. You are tasked with conducting a market survey to assess the feasibility.

- a) Explain plain FIVE key critical market data points you need to collect to understand the market needs and structure in Tanzania. (10 Marks)
- b) Describe FIVE methods of collecting market data in Tanzania. (10 Marks)

13. A sudden rise in demand for a key raw material has caused a global shortage. Existing suppliers are allocating limited quantities to their long-term partners, and spot market prices have skyrocketed.

- a) Explain FIVE challenges an organization may face due to this global shortage. (10 Marks)
- b) Discuss FIVE strategies you would take to ensure you secure supply for the next six months for your organization. (10 Marks)

14. A shipment from a new supplier has arrived, but your quality inspection team has rejected 30% of the units for not meeting the agreed specifications. The supplier is disputing your findings, claiming the products are within tolerance.

a) Describe FIVE importance of developing clear product specifications to an organization.

(10 Marks)

b) Explain FIVE reasons for rejecting the goods.

(10 Marks)

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