



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

**UNIVERSITY EXAMINATION FOR BACHELOR DEGREE OF LOGISTICS AND
SUPPLY CHAIN MANAGEMENT**

4RTH YEAR 2ND SEMESTER 2021/2022 ACADEMIC YEAR

NAIROBI CAMPUS

COURSE CODE: BEB 1406

COURSE TITLE: INTERNATIONAL LOGISTICS

EXAM VENUE:

DATE: 09/12/2022

EXAM SESSION:9.00-11.00AM

DURATION: 2 HOURS

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Candidates are advised not to write on the question paper**

QUESTION ONE

- A. Assuming that you are the Logistics Manager at a company dealing in kids outfit, based in Kenya. The company is considering selling its products in international markets. What are some of the factors to take into considerations before making the move? (10 marks)
- B. Transportation plays a critical role in enhancing international trade. Expound on the statement using relevant examples (10 marks)
- C. Explain the significance of custom brokers in international trade? (10 marks)

QUESTION TWO

- A. Describe five challenges that a company considering exporting must be ready to address. (10 marks)
- B. Assuming that you have been contracted as a professional to advise the management of Delamere yoghurt Company on the significance of engaging freight forwarders in exporting. Describe how you will perform the task (10 marks)

QUESTION THREE

- A. International logistics is considered complex compared to local logistics management. Support the statement clearly highlighting the differences (10 marks)
- B. Explain two strategies that can be adopted by a company considering accessing a global market through partnership. (5 marks)
- C. Explain the challenges of Greenfield investment. (5 marks)

QUESTION FOUR

- A. Describe any five factors to be considered in choosing the best supply chain strategy to global market. (10 marks)
- B. ‘Product’ is one of the elements that a company has direct control over. Describe how ‘super loaf bread manufacturers’ can use their product to effectively compete in a competitive market (10 marks)

QUESTION FIVE

- A. International market is composed of both controllable and uncontrollable elements. Explain how a company can be affected by the uncontrollable elements. (10 marks)
- B. International experience can be used as an added advantage with regards to global trade. Elaborate on this statement(5 marks)
- C. Explain any five documents that are important in exporting. (5 marks)