



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

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

1ST YEAR 1ST SEMESTER 2017/2018 ACADEMIC YEAR

NAIROBI CITY LEARNING CENTRE

COURSE CODE: BLM 3111

COURSE TITLE: INTRODUCTION TO LOGISTICS AND SUPPLY CHAIN EXAM

EXAM VENUE:

STREAM: (BLSM)

DATE:

EXAM SESSION:

TIME:

Instructions:

- 1. Answer question one (1) compulsory and any other two (2) questions.**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE

1. Logistics is the process of planning, implementing and controlling the efficient physical flows of materials and finished goods from point of origin to point of use discuss the primary function performed by the logistics within the firm (15 Marks)

B). Explain factors contributing to the development of logistics in a business environment (15 Marks)

QUESTION TWO

2. Logistics adds value by creating utility, with clear examples; discuss the utility as the output of logistics (10 Marks)

B). Supply chain management and logistics management are frequently interchanged; with clear examples explain the difference between the two. (10 Marks)

QUESTION THREE

3. Third party logistics is arrangement in which a firm with long supply chains outsources its logistical operation to one or more special firms. Discuss the reasons why firms use the third party logistics (10 Marks)

B). Why are customer service and customer satisfaction measures the widely used measures of the value that is being provided to customers? (10 Marks)

QUESTION FOUR

4. Why is it necessary for a firm to integrate/system approach logistics and marketing for a sustainable logistic and supply chain management? (10 Marks)

B). Principle of logistics should be incorporated to ensure that management information needs are adequately met describe the principles of logistics information (10 Marks)

QUESTION FIVE

5. "Total cost concept" is the key to effectively managing logistics process the goal of the organization should be to reduce the total cost of logistics activities rather than focusing each activity in isolation discuss (10 Marks)

B) Discuss the modes of transportation in global logistics (10 Marks)