



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF BUSINESS & ECONOMICS  
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF LOGISTICS  
AND SUPPLY CHAIN MANAGEMENT  
1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2018/2019 ACADEMIC YEAR  
MAIN AND KISUMU CAMPUS**

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**COURSE CODE: BLM 3111**

**COURSE TITLE: PRINCIPLES OF LOGISTICS AND SUPPLY CHAIN**

**EXAM VENUE:**

**STREAM: (BLSM)**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 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 (COMPULSORY)**

- (a) Briefly describe the scope and nature of Logistics and Supply chain management. (15 marks)
- (b) Discuss why materials handling is a very important activity in Logistics and supply chain management . (15 marks)

### **QUESTION TWO**

- (a) Define the term “Competitive advantage”. (5 marks)
- (b) Describe how Logistics can be used to enhance the competitive advantage of an organization. (15 marks)

### **QUESTION THREE**

Customer service is a very important aspect of Logistics. Discuss the various ways in which customer service activities can be used to enhance Logistics. (20 marks)

### **QUESTION FOUR**

- (a) Define the term “packaging”. ( 5 marks)
- (b) Discuss the importance of packaging to Logistics and Supply chain management activities. (15 marks)

### **QUESTION FIVE**

- (a) Define the term “marketing concept.” (4 marks)
- (b) Using the 4 P’s of marketing describe the role of the marketing concept in Logistics and Supply Chain management. (16 marks)

# **JARAMOGI ODINGA OGINGA UNIVERSITY OF SCIENCE & TECHNOLOGY**

## **Bachelor of Logistics and Supply Chain Management**

### **BLM 3111: PRINCIPLES OF LOGISTICS & SUPPLY CHAIN**

**Lecturer: Aleri Odaya C.**

#### **Course Outline**

#### **Course objectives**

The course intends to provide the students in the field of Principles of Logistics & Supply Chain solid understanding of the basic terms, concepts and in-depth understanding of Principles of Logistics & Supply Chain in logistics as they manage Logistics in different environments.

#### **Course content**

1. Scope and nature of Principles of Logistics & Supply Chain
  - Definition of Principles of Logistics & Supply Chain
2. Role of Logistics & Supply Chain in the economy and the organization
3. Logistics & Supply Chain and Competitive advantage
4. Impact of Logistics & Supply Chain on place and time utility
5. Logistics & Supply Chain as proprietary Asset
6. Development of Logistics & Supply Chain
7. Key Logistics & Supply Chain activities
  - Customer service
  - Inventory management
  - Logistics and supply chain communication

- Materials handling
- Order processing Packaging
- Parts and support services
- Plant and warehouse
- Procurement
- Reverse logistics
- traffic and transportation
- Warehousing and storage

## **Assessment**

### **Course work**

- Assignment(s) 10%
- Continuous assessment test 20%
- Final Examination 70%

### **Suggested references**

1. Shridhara Bhat (2011), “Logistics Management”, Himalaya publishing house