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)
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**