



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

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**COURSE CODE: BLM 3323**

**COURSE TITLE: LOGISTICS STRATEGY**

**EXAM VENUE: STREAM: (BBA)**

**DATE: EXAM SESSION:**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer questions ONE and ANY other TWO 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 (30 marks)**

- a) Define logistics strategy (2mks)
- b) Discuss the modes that an organization can take to have cost leadership and cost reduction as firm strategies (6mks)
- c) Describe five factors that can influence production logistics strategies of a firm (5mks)
- d) Describe why organizations should adopt logistics strategy in their operations? (5mks)
- e) Describe measures you can take to ensure planned logistics in your procurement department are implemented. (6mks)
- f) Enumerate factors you would consider when carrying out strategic transport planning. (6mks)

### **QUESTION TWO (20 marks)**

“Logistics process planning starts with the supplier and takes into consideration the entire logistical chain, all the way up to handover of the final product to the customer.”

In light of this describe the key steps in Transport Logistics planning Process.

(20mks)

### **QUESTION THREE (20 marks)**

- a) Describe the values of optimizing Supply chain design in a firm. (10mks)
- b) Describe Value Addition to products in the supply chain by logistics strategy (10mks)

### **QUESTION FOUR (20 marks)**

- a) Research shows that if we receive good customer service, we will tell two or three people. However, if we get poor service, we will tell ten to twelve others! Since word of mouth recommendations and referrals are often key drivers of new business, all companies should strive to achieve consistently high service levels. With that in mind, enumerate how you would improve customer service with the intention of retaining them. (5mks)
- b) In light of international logistics, describe modes an organization can use to minimize logistics costs. (5mks)
- c) Design for logistics is a series of concepts in the field of supply chain management involving product and design approaches that help to control logistics costs and increase customer service level. Describe the three components of logistics design. (10mks)