



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

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

**MANAGEMENT YEAR 3 SEMESTER 2**

**MAIN CAMPUS**

**COURSE: BLM 3323: LOGISTICS STRATEGY**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

- 1. This paper contains FIVE questions.**
- 2. Answer question 1(compulsory ) and ANY other TWO questions**
- 3. Write all your answers in the booklet provided**

**QUESTIONS ONE (30 MARKS)**

- State **three** objectives of logistics strategy. (3 marks)
- Explain how business goal and logistics requirements are important considerations in logistics strategy. (4 mark)
- State **three** types of logistics system simulation. (3 marks)
- Explain **one** relevance of logistics integration in an organization. (2 mark)
- Explain **three** features of a logistics system model. (6 marks)
- Describe Just –In –Time logistics strategy. (4 marks)
- Explain how logistics strategy can be used to achieve space and time value of logistics services. (4 marks)
- Describe **two** main features of material requirement Planning. (4 marks)

**QUESTION TWO (20 MARKS)**

- Define order cycle time. (1 mark)
- Explain **three** transaction elements of customer service (9 marks)
- Explain how logistics strategy can facilitate value enhancement and cost reduction.(10 marks)

**QUESTION THREE (20 MARKS)**

- a. Distinguish between pre-transaction customer service elements and post-transaction customer service element in logistics. (2 marks)
- b. Explain four advantages of logistics integration in an organization. (8 marks)
- c. Explain five types of relationships in supply chain relationship management. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a. Briefly explain the following Key Components of Good supply chain Relationship Management.
  - i. Mutual Tolerance
  - ii. Transparency and Trust
  - iii. Sharing Success (6 marks)
- b. Using a diagram, describe the place of logistics strategy in the overall structure of the organization. (14 marks)

**QUESTION FIVE (20 MARKS)**

- a. Briefly describe **five** steps of logistics system simulation (10 marks)
- b. Using examples, explain the concept of 'lean' and 'agile' generic logistics strategies.(10 marks)



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### BACHELOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT

## COURSE OUTLINE BLM 3323 - LOGISTICS STRATEGY

JANUARY- APRIL 2017 (MAIN CAMPUS)

### COURSE OBJECTIVE:

By the end of the course, the learner should be able to formulate and apply logistics strategies that would enhance performance of logistics activities.

### COURSE OUTLINE

#### Week 1&2

- **The formulation of integrated logistic strategy**
  - Defining logistics and logistics strategy
  - Integrated logistics strategy
  - Steps in formulating integrated logistics strategy
  - Advantages of integrated logistics strategy

#### Week 3&4

- **Adding value through logistics**
  - Creating logistics value
  - Standard logistics services (Spatial value and Time value)
  - Value Added services (Utility value)

#### Week 5&6

- **Strategic design of customer service**
  - Meaning of customer service
  - Elements of customer service
  - Plan for service contingencies

#### Week 7&8

- **Supply chain design and relationships**
  - Terminology and definitions
  - The key components of good supply chain relationship management
  - The benefits to both the supplier and customer

### CONTINUOUS ASSESSMENT TEST

#### Week 9&10

- **Functional design of logistics activities and logistic performance management**
  - Performance Management of Logistics Operations
  - Framework for Performance Management

- Logistics requirement planning

### **Week 11&12**

- **Logistic strategy modelling**
  - The concept of logistics system modeling and simulation
  - The characteristics of logistics system model
  - Computer Simulation in Logistics
  - The characteristics of logistics system simulation
- Strategic transport planning international logistics.

### **Week 13&14 END OF SEMESTER EXAMINATION**

### **COURSE EVALUATION**

Assignment	-	10%
CAT	-	20%
End of Semester Exams	-	70%

### **COURSE INSTRUCTOR**

James Juma Okewa

0721454172/0735246815

### **REFERENCE**

1. Capacito, W., & Rosenfield, D.B., (1984), "*Analytical Tools for Strategic Planning*", Council of Logistics Management USA.
2. Christopher, M., (1995), "*Logistics the Strategic Issues*", Chapman Hall, London.