

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

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR BACHELOR OF LOGISTIC &
SUPPLY MANAGEMENT FOR THIRD YEAR SEMESTER TWO**

MAIN CAMPUS

BLM 3324: CUSTOMER SERVICE AND ETHICS IN LOGISTICS

Instruction: Answer question ***ONE*** and any other ***TWO*** questions

Question 1.

a). Evaluate the importance of customer service to the organization and its clients.

(10 marks)

b). Describe the main service factors in logistics that depict the measure of customer service performance.

(10 marks)

c). “professional who constantly deal with customers need to strive for certain qualities to help them answer customer needs”. In this regard, explain professional qualities needed in delivering a good customer service. (10 marks)

Question 2.

a). Explain key areas of customer services where internal audit is needed. (10 marks)

b).

Describe various tools used in conducting customer service audit in an organization.

(10marks)

Question 3.

a). Suggest customer service strategies or approaches that organizations can use to meet the needs of their customers. (10 marks)

b). Describe steps involved in designing internal and external customer services.

(10 marks)

Question 4.

a). Explain the effects of stock out on the supply chain .(6 marks)

b). Recommend strategies or approaches used in solving the problem of stock out in the organization. (7 marks)

c). Analyze the causes of stock out in the organization. (7 marks)

Question 5.

a). Analyze the steps involved in ABC analysis for inventory management. (10 marks)

b). Explain the merits of ABC analysis methods of inventory management to the organization. (10 marks)