



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION
4TH YEAR 2ND SEMESTER 2015/2016 ACADEMIC YEAR
SPECIAL EXAM

COURSE CODE: BLM 3423

COURSE TITLE: INTERNATIONAL LOGISTICS

EXAM VENUE:

STREAM: (BLM)

DATE:

EXAM SESSION:

TIME: 2 HOURS

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. Explain the following documents as used in export trade.
 - i. Pro forma Invoice (2 marks)
 - ii. Bill of lading (2 marks)
 - iii. Certificate of origin (2 marks)
 - iv. Consular invoice (2 marks)
 - v. Dispatch advice note (2 marks)
- b. Discuss the Production and Supply Chain cost drivers that leads firms towards Globalization. (10 marks)
- c. “An Export processing zone (EPZ) is a specific type of Free Trade Zone (FTZ), set up generally in developing countries by their governments to promote industrial and commercial exports”. Discuss benefits of EPZ to the Kenyan economy. (10 marks)

QUESTION TWO (20 MARKS)

- a. Explain the factors that affect International Competitiveness for companies that venture into Global markets. (10 marks)
- b. Outline Cunningham’s five strategies used by firms for entry into new foreign markets. (10 marks)

QUESTION THREE (20 MARKS)

- a. “Exporting your firm's products or services can provide you a valuable opportunity for growth. It takes a special approach, however, to successfully access foreign markets”. Outline the basic steps in becoming an export business success. (10 marks)
- b. Highlight the benefits that a country gets from exporting its surplus production to foreign markets. (10 marks)

QUESTION FOUR (20 MARKS)

- a. Explain the types of duties that apply to the importation of goods manufactured in a foreign country. (10 marks)
- b. “One of the unique advantages of a global company is an opportunity to develop leverage and advantages that it has because it operates simultaneously in more than one national market”. Describe the types of leverages that a global company can develop. (10 marks)

QUESTION FIVE (20 MARKS)

- a. Distinguish between the roles of Clearing agents and International Freight forwarders in International Logistics. (10 marks)
- b. Discuss the uncontrollable elements that influence trade activities in the Global marketplace. (10 marks)