



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF LOGISTICS
AND SUPPLY CHAIN MANAGEMENT
3RD YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR
KISUMU CAMPUS

COURSE CODE: BLM 3324

COURSE TITLE: CUSTOMER SERVICE AND ETHICS IN LOGISTICS

EXAM VENUE:

STREAM: (BLSM)

DATE:

EXAM SESSION:

TIME: 2 HOURS

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:

- a) Explain Lalonde and Zinszer major study of customer service (4 marks)
- b) Describe the three key phases of customer service strategy formulation. [6 mks]
- c) What are the measures that are to be taken by the organization to institutionalize ethical values? (4 marks)
- d) A clear examination of customer service entails assessing transaction related elements of a firm. Clearly discuss each element. [10mks]

QUESTION TWO

- a) Understanding customer buying behavior plays an important role in setting priorities for logistics strategy. What do you understand by?
 - i. Volume-driven behavior (2 marks)
 - ii. Margin-driven behavior (2 marks)
- b) Tradeoffs create opportunity cost. Explain the concept (4marks)
- c) Customers can be considered challenging for a wide variety of reasons. Customer service staff needs to recognize why customers are challenging and adopt appropriate strategies. Discuss the strategies that should be adopted to deal with such kind of issues (12 marks)

QUESTION THREE

- a) What are logistic audit and its role for logistics performance? (6 marks)
- b) Justify use of corporate social responsibility in executing logistics customer service activities. (14 mks)

QUESTION FOUR

- a) Discuss how the result of ABC analysis is extended in other inventory control and management processes (10 marks)
- c) What are the advantages of cutting the “total cost cube” in different ways? Summarize the different perspective on logistics cost provided by fixed/variables, direct/indirect and engineered/ discretionary costs, and by activity-based costing (10 marks)

QUESTION FIVE

- a) Highlight and explain three categories of management morality (5marks)

- b) Explain how morals of the staff can create an impact on the economy of an organization citing relevant examples. (5 marks)
- c) What do you understand by virtue ethics as described by Aristotle? (5marks)
- d) What is strategy? How can logistics strategies be tuned to different products needs. (5 marks)