



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
4th YEAR 1st SEMESTER 2019/2020 ACADEMIC YEAR
KISII CAMPUS-PART TIME

COURSE CODE: ABA 438

COURSE TITLE: LOGISTICS MANAGEMENT

EXAM VENUE:

STREAM: (BBA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- **Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- **Candidates are advised not to write on the question paper.**
- **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE

- i) **Logistics plays a very important role in creating utility. Using relevant example discuss the 4 types of utility created by the logistics function (10marks) many firms consider logistics a non-core activity that should be outsourced.**

- ii) Discuss briefly 2 reasons why a firm may outsource its logistics (4 marks)
- iii) Logistics management is the part of supply chain management that plans, implements and controls the efficient forward and reverse flow and storage of goods, services and related information between the point of origin to the point of consumption in order to meet customer requirements. Discuss briefly three activities of logistics management (6 marks)
- iv) What is reverse logistics? Discuss briefly 4 reasons why there is growing interest in reverse logistics activities (10 marks)

QUESTION TWO

- i) Discuss 4 characteristics that one should consider in choice of transport mode (10 marks).
- ii) Logistics is the positioning of resources at the right place, at the right cost, in the right quantity, in the right quality and at the right time. Some people say that understanding these five rights of logistics is the beginning point of understanding the elements of customer service logistics. Discuss 3 elements of customer service logistics (10 marks)

QUESTION THREE

- i) Discuss four features to consider when choosing a channel of distribution that can give a firm a competitive advantage (10 marks)
- ii) Warehousing conducts different functions that add value to goods and services thus giving supply chain a competitive advantage. Discuss five of the basic functions of warehousing (10 marks)

QUESTION FOUR

- i) Logistics is an important function in wealth creation. Discuss the wealth creation through logistics (10 marks)
- ii) Information systems continue to assist managers in decision making. Discuss briefly 2 information systems used in logistics and distribution management (10 marks)

QUESTION FIVE

Logistics has a major impact on the environment. Using relevant examples discuss the different effects of logistics activities on the environment and different ways in which the impact can be eliminated or minimized (20 marks)