



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSSINESS
ADMINISTRATION
4TH YEAR 1ST SEMESTER 2013/2014 ACADEMIC YEAR
REGULAR**

COURSE CODE: ABA 438

COURSE TITLE: LOGISTIC MANAGEMENT

EXAM VENUE: LAB 5

STREAM: (BBA)

DATE: 20/8/14

EXAM SESSION: 9.00 – 11.00 AM

TIME: 2 HOURS

Instructions:

- 1. Answer question 1 (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.**

(a) Explain the “Logistics Concept” (14 marks)

(b) Discuss how Transport Managers could be involved with the operations of the firm. (10 marks)

(c) How would a Transport Manager take advantage of the “trade-offs” between price and service
(6 marks)

Question Two

(a) Distinguish between Tracing and Expediting . (4 marks)

(b) Why are motor carriers being used to a greater extent in Expediting . (4 marks)

c) Why is transportation important to a firms supply chain operation. (6 marks)

d) Explain Time and Place Utility in the context of Customer Service Logistics

Question Three

Compare the Forward Logistics and Reverse Logistics as used in the Global Supply Chains
(20 marks)

Question Four

Explain the Cost Trade-Offs in marketing in a Logistics contexts (20 marks)

Question Five

“Logistics costs are driven or created by the activities that support the logistics process.” Briefly explain the cost drivers involved in a logistics process (20 marks)