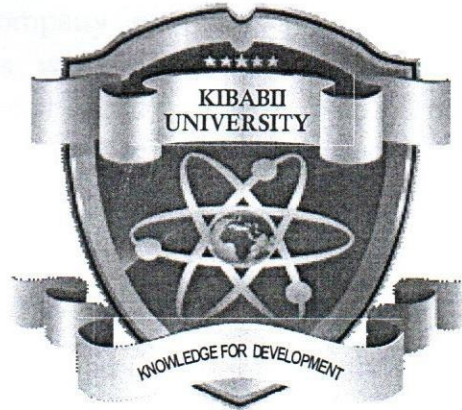


QUESTION ONE  
THIS STUDY IS COMPULSORY

**KIBABII UNIVERSITY**



**UNIVERSITY EXAMINATIONS**  
**SPECIAL/SUPPLEMENTARY EXAMINATIONS**  
**2019/2020 ACADEMIC YEAR**  
**THIRD YEAR FIRST SEMESTER**  
**FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**MANAGEMENT**

**COURSE CODE: BBL 311**

**COURSE TITLE: DISTRIBUTION, LOGISTICS AND PRICING**  
**MANAGEMENT**

**DATE: 02/02/2020**

**TIME: 2.00 – 4.00PM**

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**INSTRUCTIONS TO CANDIDATES**

**Answer Question ONE (compulsory) and ANY OTHER TWO questions**

## **QUESTION ONE**

### **CASE STUDY- COMPULSORY**

Opera transport company operated a fleet of vehicles of different makes. The vehicles were managed from a central point but route assignment was done at specific depots. This resulted in uneconomic use of vehicles with some not being engaged in reverse logistics. The coordination of the logistics activities became difficult and the company had to employ a qualified logistician.

- a) Explain and justify the need for reverse logistics (10 marks).
- b) Identify and explain some five logistics activities (10 marks)
- c) How can logistics activities be coordinated? (5 marks).
- d) Briefly explain the concept of vehicle routing (5 marks).

## **QUESTION TWO**

Discuss factors to consider in selection of particular mode of transport (20 marks).

## **QUESTION THREE**

Explain the various ways of pricing in logistics (20 marks).

## **QUESTION FOUR**

Discuss the importance of containers showing their advantages in logistics (20 marks).

## **QUESTION FIVE**

Explain the contribution of ICT in storage and distribution operations (20 marks).