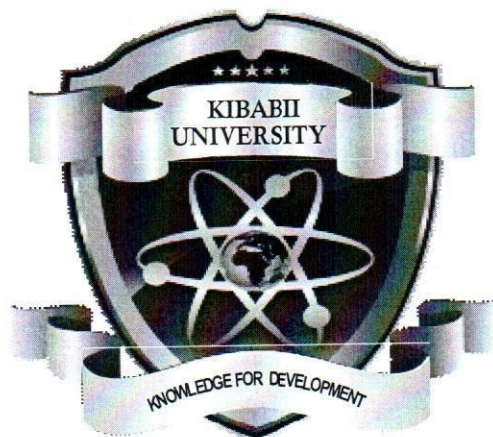


KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCP 321

COURSE TITLE: LOGISTICS MANAGEMENT

DATE: 02/09/2022

TIME: 9.00 – 11.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

KIBU observes **ZERO** tolerance to examination cheating

QUESTION SECTION A

QUESTION ONE - CASE STUDY-COMPULSORY.

According to Christopher Martin, Logistics plays a significant role in the economy since competition is no longer based on lowest price but on how well is your supply chain configured to serve the customer. Input resources from worldwide sources are stored and moved/ transported to the factories for conversion process. The final products are transported and positioned into the distribution channels to reach the final customer. In all these operations, system approach based on integrations of activities is emphasized to avoid the possibility of functional silos and sub optimality. In all these, the customer is at the heart of the planning and implementation of logistics and supply chain strategies spanning the upstream and downstream activities. Many activities that support these operations like warehousing, material handling, transportation and forecasting are aligned to support the overall firm strategy. In the end, the synergy derived from these operations drives the economy including the ability of a company to respond to the customer needs satisfactorily.

QUESTION ONE

- i) Examine the importance of logistics in the economy of a country (10 marks).
- ii) Define and explain including the origin of the concept of logistics (5 marks).
- iii). Explain the purpose of return (reserve) logistics (5marks).
- iv). Justify the management of logistics based on systems theory approach (10 marks).

SECTION B

QUESTION TWO

- i) Evaluate the position of road transport being ranked above other modes of transport (10 marks)
- ii) Examine challenges facing global logistics (10 marks)

QUESTION THREE

- i) Demonstrate the value of logistics in achieving competitive advantage (10 marks).
- ii) Justify the use of containers in logistics system (10marks).

QUESTION FOUR

- i) Examine importance of a warehouse in logistics system (10 marks).
- ii) Explore how customer satisfaction is at the heart of global logistic (10 marks).

QUESTION FIVE

- i) Access how Packaging is an important aspect of global logistic (10 marks).
- ii) Demonstrate how logistics creates utility and added values in business organizations (10 marks).