



**UNIVERSITY EXAMINATIONS**  
**BCP 321- MAIN EXAMS**  
**2022/2023 ACADEMIC YEAR**  
**THIRD YEAR SECOND SEMESTER**

**FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE: BCP 321**

**COURSE TITLE: LOGISTICS MANAGEMENT**

**DATE: 20/04/2023      TIME: 9:00-11:00AM**

---

**INSTRUCTIONS TO CANDIDATES**

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

Candidates must hand in their answer booklets to the invigilator while in the examination room

Credit is given for eligibility, clarity and relevant examples

Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each.

Clearly write your **Registration Number** on each answer sheet used

**TIME 2 Hours**

**KIBU** observes **ZERO** tolerance to examination cheating

## QUESTION SECTION A

### QUESTION ONE - CASE STUDY-COMPULSORY.

Logistics plays a significant role in the world economy. Currently emphasis is placed on the adoption of systems and integrated approach in management of logistics activities. The speed with which all aspects of moving input resources from worldwide sources and positioning of products into the distribution channels to reach the final customer plays crucial role in achieving competitive advantage. In all these operations, integrations of activities is emphasized to avoid the possibility of functional silos and sub optimality. At the end of it all, a well-planned logistics system supports the economy and the organization leading to achieving competitive advantage. To achieve this all logistics activities are aligned with the organization's competitive strategy. The synergy derived from these operations drives the economy including the ability of a company to be responsive to customer needs satisfactorily and in a timely manner.

#### QUESTION ONE

- i) Asses how logistics supports the economic growth of a country (10 marks).
- ii) Define and trace the evolution of logistics concept (5 marks).
- iii). Show the relationship between logistics and supply chain management (5marks).
- iv). Examine the management of logistics based on an integrated approach and systems theory perspectives (10 marks).

#### SECTION B

#### QUESTION TWO

- i) Road transport is ranked above all other transport modes. Highlight some of the issues that support this position (10 marks)
- ii) Explore how concept of logistic cost tradeoff influences total profit (10 marks)

#### QUESTION THREE

- i) Logistics aids in achieving competitive advantage, examine this statement in the context of competition (10 marks).
- ii) Evaluate the need of containers in enhancing security in logistics system (10marks).

#### QUESTION FOUR

- i) Success of logistics system depends on warehousing. Evaluate this statement with emphasis on the role of a warehouse in a business organization (10 marks).
- ii) Demonstrate how Customer satisfaction is the main objective of logistic (10 marks).

#### QUESTION FIVE

- i) Outline and show how Packaging supports global logistic (10 marks).
- ii) Demonstrate how efficient logistics system supports production and marketing functions (10 marks).