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**JARAMOGI OGINGA ODINGA UNIVERSITY**

**OF SCIENCE & TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2012/2013**

**3RD YEAR 2ND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF LOGISTICS AND SUPPLY CHAIN MANAGMENT**

**(KISUMU LEARNING CENTRE)**

**COURSE CODE: BLM 3324**

**COURSE TITLE: CUSTOMER SERVICE AND ETHICS IN LOGISTICS**

**DATE: 15/8/2013 TIME: 9.00-11.00 AM**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

1. **This paper consists of 5 Questions.**
2. **Answer Question 1 (Compulsory) and any other 2 questions.**
3. **Write your answers on the answer booklet provided.**

**QUESTION ONE (COMPULSORY)**

a) Describe customer service and explain its importance in a business organization. (10mks)

b) Discuss the elements of logistics customer service. (12mks)

c) Explain by giving examples of customer reactions to stock outs. (8mks)

**QUESTION TWO**

a) Write short notes on the following concepts.

i) Quick Response concept (5mks)

ii) Lean Management (5mks)

iii) Agile Management (5mks)

b) Explain the external customer service audit. (5mks)

**QUESTION THREE**

a) Describe the ABC analysis. (10mks)

b) Discuss the ethical issues in the transport industry. (10mks)

**QUESTION FOUR**

a) Describe the following:

 i) Cost/revenue trade off (2mks)

 ii) Stock keeping unit storage (2mks)

 iii) Job lot storage (2mks)

 iv) Crossdocking (2mks)

 v) Safety inventory (2mks)

b) Explain the characteristics of logistics customer service. (10mks)

**QUESTION FIVE**

a) Discuss the features of logistics customer service in the supply chain. (8mks)

b) Expound on the Rules of Good Customer Service. (12mks)