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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**

**(MAIN)**

**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.**

1. a. Define customer relations and discuss its importance in relations to the logistics and supply chain management process. **(10 marks)**

b. Explain the following approaches to Cost-Revenue Analysis: Public Accounting Practice, Contribution Approach, Net Profit Approach, Activity-Based Costing. **(12 marks)**

c. List and explain various strategies for handling customer stocks complaints. **(8 marks)**

2**.** a. Discuss in detail on the importance of ethics in procurement. **(10 marks)**

b**.** Explain various Measures/methods of controlling fraud. **(10 marks)**

3. a. Elaborate on the various causes for customer service gaps. **(10 marks)**

b. What barriers might the manager encounter while integrating the process of operation?

**(10 marks)**

4 Distinguish between reliability and character-based trust. Why is character-based trust critical in collaborative relationships? **(12 marks)**

b. Discuss the objectives of developing and implementing performance measurement systems.

**(8 marks)**

5.Write short notes on the following: **(5 marks)**

* Process integration barriers
* Reasons for customer stock outs
* Critical Factors in Successful Partnership Relations
* Ethical practices in procurement