MUEO

MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC AFFAIRS, RESEARCH AND EXTENSION

UNIVERSITY EXAMINATIONS

2013/2014 ACADEMIC YEAR

THIRD YEAR END OF SEMESTER II EXAMINATIONS

FOR THE DEGREE OF
BACHELOR OF BUSINESS MANAGEMENT

EXAM CODE:-   **BBM 347**

COURSE TITLE:-   **LOGISTICS MANAGEMENT**

DATE:- 1ST JULY, 2013   **TIME:- 9.00A.M. – 12.00 NOON.**

INSTRUCTION TO CANDIDATES

> ➢ SEE INSIDE.

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BBM 347: LOGISTICS MANAGEMENT

Instructions: Answer Question **One and any other Three Questions**

1. Assume you are a logistics manager in Baraka Transportation Company in Nairobi. The company wants you to plan for them the best way of acquiring new products from Sudan. If the products have to be handled for some value addition activities;

a) Using an illustration explain the process of Porter's value chain activities in logistics   (5 mks)
b) Outline the roles to be played by your transport manager (10 mks)

c) Explain the gains you would make if you were to use advanced information systems in the chain.   (10 mks)

2. The logistics business environment is turbulent. Discuss this statement with various definite illustrations of macroeconomic variables from logistics organizations.   (15 mks)

3. a) Exhaustively define the concept of logistics management (5 mks)
   b) Give reasons why a logistics company should resort to warehousing in Kenya.   (10 mks)

4. a) Outline the Push and pull strategies in the marketing of logistics products .   (7 mks)
   b) Explain the factors facing the choice of a location of a factory.   (8 mks)

5. Describe the types of utility a company in Kenya would use to penetrate a market and engage in successful business .   (15 mks)

6. a)What could be the possible ethical considerations to be made when dealing with logistics activities?   (7 mks).

   b) Describe the distinct levels of logistics strategy.   (8 mks)