



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE CERTIFICATE IN STRATEGIC PURCHASING & SUPPLY (CITY CAMPUS - DAY)

ACB 0023: DISTRIBUTIONS MANAGEMENT

Date: 12th April, 2012

Time: 9.00 – 11.00 a.m.

INSTRUCTIONS:

- ♦ Answer QUESTION ONE (compulsory) and any other TWO questions.
- ♦ Question one carries 30 marks and the rest 20 marks each.

QUESTIONS

1. a) Define industrial distributors, outlining the basic services they offer manufactures (4mks)
b) Explain six factors that have to be taken into account by an organization when selecting its distribution system (6mks)
c) i) Explain the three types of warehouses (3mks)
ii) Describe the role of warehouses in physical distributions management (7mks)
d) Define transportation and explain the essentials of a transport system (10mks)
2. a) Explain the two types of manufacturers branch houses (4mks)
b) Explain any five conditions which influence choice of a channel structure (10mks)
c) Describe the duties of distribution to materials management (6mks)
3. a) i) Define packaging (2mks)
ii) Information feedback system of inventory control may take a number of forms. Categorize any three and explain in detail (9mks)
b) Explain the factors that contribute to the total cost of distribution for an organization (10mks)
4. a) Explain the reasons why organization switch modes of transport (6mks)
b) Explain the secondary functions of packaging (6mks)
c) Describe the factors to be considered when selecting a mode of transport (8mks)
5. a) i) Write short notes on the following: (6mks)
 - Traffic planning
 - Traffic analysis
 - Transit warehouseii) The day to day operations of a distribution system involves a coordinated group of functions. Explain any four (8mks)
b) What are the advantages that a shipper benefits from the use of Freight forwarders (6mks)