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**University Examinations 2015/2016**

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**BBS 3225: DISTRIBUTION AND WAREHOUSING**

**DATE: AUGUST, 2016 TIME: HOURS**



**INSTRUCTIONS:** *Answer question* ***one Compulsory*** *and any other* ***two*** *questions.*

**QUESTION ONE (30 MARKS)**

1. Assume that you have been employed as a distribution manager in a manufacturing company in Nairobi. Identify and discuss the main distribution strategies that you can adopt in order to improve efficiency in the organization. (6 Marks)
2. Dr. Juma, a senior supplies officer at XYZ company, has recommended a procedure manual to be embraced in warehouse operations. Explain the rationale behind this development. (6 Marks)
3. Discuss how you can create a competitive advantage in an organization through distribution and warehousing management. (6 Marks)
4. Analyze the approaches a warehouse manager can embrace in order to achieve optimum inventory levels. (6 Marks)
5. Discuss the transactional elements of customer service that can be applied by the distributors in order to streamline the key activities of the organization. (6 Marks)

**QUESTION TWO (20 MARKS)**

1. Briefly explain the key objectives of service performance in distribution planning.

(8 Marks)

1. Describe the working of sale order processing (SOP) in distribution plan. (6 Marks)
2. Discuss the security threats that face distribution managers in their day to day business activities. (6 Marks)

**QUESTION THREE (20 MARKS)**

1. Briefly explain value added processing activities in line with distribution and warehousing functions. (6 Marks)
2. Discuss how a manufacturing firm can use route plans to sustain and enhance customer satisfaction in distribution management. (6 Marks)
3. Explain the key steps that should be followed in distribution planning. (8 Marks)

**QUESTION FOUR (20 MARKS)**

1. Explain the application of information technology in distribution management.(6 Marks)
2. Highlight factors to be considered when selecting service providers for a distribution company. (6 Marks)
3. analyze ways of minimizing cost in distribution function. (8 Marks)

**QUESTION FIVE (20 MARKS)**

Write short notes in line with the following distribution and warehousing terms:

1. Distribution resource planning (4 Marks)
2. Bonded warehouses (4 Marks)
3. Order picking (4 Marks)
4. Fleet management (4 Marks)
5. Product tracing (4 Marks)