

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2015/2016**

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE**

**DEGREE OF BACHELOR OF SUPPLY CHAIN MANAGEMENT**

**HSM 2432: ISSUES IN TRANSPORT AND LOGISTICS**

**DATE: DECEMBER 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

1. Read the following case and answer the questions which follow.

Case Enterprises

Case Enterprises is a local subsidiary of a multi-national firm which manufacturers soft drinks for the local market. Its plant is located in

Mombasa Island. The products manufactured are distributed to various

retail outlets through its own distribution depots located in strategic market centres. Raw materials for production are procured from International

and local sources.

To strengthen its logistics operations in order to competitively meet

customer demand, the firm intends to increase its fleet of distribution

vehicles. It also plans to introduce cost-reduction measures in order to

increase efficiency of its logistics system.

Questions

1. Explain the objectives which the logistics function should fulfill

in order to make the firm competitive in the market. [8 marks]

1. Explain the issues which would be addressed to enhance the

efficiency of distribution depots. [8 marks]

1. Explain the legal issues which would be considered in the

operation of transportation vehicles. [8 marks]

1. Identify the main sources of costs in the firm’s logistics system. [6 marks]
2. Explain the key elements in a logistics system highlighting the

respective issues arising from each element. [20 marks]

1. Global logistics are more challenging to manage than domestic ones.

Explain the activities entailed in a global logistics operations and

complications which arise from them. [20 marks]

1. Discuss the role of terminals in transportation and the considerations

which influence their location. [20 marks]

1. Discuss the significance of packaging in transport and logistics

operations and the factors which should be considered in their

selection. [20 marks]