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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 445**

**COURSE TITLE: LOGISTICS STRATEGY**

**DATE: 24TH APRIL 2017 TIME: 2.00PM-4.00PM**

**INSTRUCTIONS TO CANDIDATES**

* ***Answer question ONE (compulsory) and any other THREE***
* ***Question one carries 25 marks***
* ***All other questions carry 15 marks***

 *This paper consists of 3 printed pages. Please turn over*

**QUESTION ONE**

1. Explain the **four** dimensions of product quality **(4 marks)**
2. Describe **four** benefits of international logistics to an organization in the modern day Kenya **(4 marks)**
3. State **four** advantages of using road transport **(4 marks)**
4. Identify and explain the different service benefits a warehouse can provide to a logistics company **(10 marks)**
5. Briefly explain the concept of Just in time **(3 marks)**

**QUESTION TWO**

1. Explain the term reverse logistics **(1 mark)**
2. Explain the concepts of inbound logistics and outbound logistics**(6 marks)**
3. Identify and explain the advantages of logistics process integration

 **(8 marks)**

**QUESTION THREE**

1. Define supply chain network **(1 mark)**
2. Identify and explain **four** ways of enhancing supply chain performance

 **(8 marks)**

1. Explain **three** types of supply chain relationships **(6 marks)**

**QUESTION FOUR**

1. Describe **three** modes of transport **(3 marks)**
2. Write brief notes on the various categories of transportation cost

 **(4 marks)**

1. Explain **four** primary activities involved in Porters value chain **(8 marks)**

**QUESTION FIVE**

1. Write a brief note on the role of logistics in an organization **(1 mark)**
2. Explain **four** steps involved in developing an effective customer service strategy in an organization **(8 marks)**
3. Identify and explain **three** roles of customer service in logistics **(6 marks)**