



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR DEGREE  
OF BACHELOR OF BUSINESS ADMINISTRATION WITH  
INFORMATION TECHNOLOGY**

**MAIN CAMPUS**

**ABA 412: LOGISTIC MANAGEMENT**

Date: 30<sup>th</sup> November, 2016

Time: 3.30 - 11.30am

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**INSTRUCTIONS:**

- Answer Question ONE (Compulsory) and any other TWO.



### Question 1

- a). Analyze the major operating objectives of logistic management. (10 marks)
- b). Justify the reasons why sometimes organization engage in reverse logistics.  
(10 marks)
- c). "Intermodal transportation involves the use of more than one mode of transport to move a shipment to its intended destination". In view of this, suggest three intermodal combinations available to shippers for consideration. (10 marks)

### Question 2

- a). Explain the forces that drives globalization of logistic function. (10 marks)
- b). With examples, analyze the need for inventory in the logistic functions.  
(10 marks)

### Question 3

- a). Describe factors to be considered in evaluating supplier performance in purchasing and product scheduling decisions. (10 marks)
- b). Analyze the objectives of warehousing function of logistic management.  
(10 marks)

### Question 4

- a). Describe the process involved in order processing cycle (15 marks)
- b). Recommend methods used in supply chain to retain customers. (5 marks)

### Question 5

- a). Describe the following terms as used in the context of logistic management
  - i. Group Technology (3 marks)

ii. Cross Docking (3 marks)

iii. Pipeline inventory (3 marks)

iv. Lead Time (3 marks)

b). Explain the merits of pipeline as a mode of transport over road transport.

(8 marks)