



# MURANG'A UNIVERSITY OF TECHNOLOGY

## SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

2017/2018 ACADEMIC YEAR

### RE-SIT/SPECIAL EXAMINATION

HBC2214 – PROCUREMENT AND LOGISTICS MANAGEMENT

DURATION: 2 HOURS

DATE: 23<sup>RD</sup> APRIL 2018

TIME: 2.00PM – 4.00PM

#### **Instructions to Candidates:**

1. Answer **Section A** and **Any Other Two** questions in **Section B**.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **SECTION A – ANSWER ALL QUESTIONS IN THIS SECTION (30 Marks)**

### **QUESTION ONE**

- a. An oil company uses logistics to deliver gasoline, a television company uses logistics to transmit programs to customers and a hotel uses logistics to provide food, bed and entertainment to its guests. Discuss the key drivers of logistics. (8 Marks)
- b. Developing logistics strategy involves the integration of the key areas in logistics. Explain these key areas (8 Marks)
- c. Explain any four functions of logistics (8 Marks)
- d. Highlight the various procurement activities (6 Marks)

## **SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

### **QUESTION TWO**

- a. Explain the functions of a warehouse (10 Marks)
- b. Highlight five advantages of road transport (10 Marks)

### **QUESTION THREE**

- a. Discuss the transportation service characteristics that affect customer service (10 Marks)
- b. Highlight the steps for creating an effective procurement strategy (10 Marks)

### **QUESTION FOUR**

- a. Explain the various classifications of materials (10 Marks)
- b. Explain the issues that could affect customer perception of service quality (10 Marks)