



## **MASENO UNIVERSITY**

### **UNIVERSITY EXAMINATIONS 2016/2017**

**FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION  
(PROCUREMENT OPTION) WITH INFORMATION TECHNOLOGY**

### **CITY CAMPUS**

### **ABA 438: LOGISTICS MANAGEMENT IN SUPPLY CHAIN**

Date: 21<sup>st</sup> July, 2017

Time: 5.30 - 8.30 pm

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#### **INSTRUCTIONS:**

- Answer question ONE and any other THREE questions.
- Question ONE carries 25 marks and the rest 15 marks each.



**QUESTION ONE (COMPULSORY) 25 MARKS**

1(a) "Five Forces Analysis assumes that there are five important forces that determine Competitive power in a business situation" in this light explain the following on the basis of the model:

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- (i) Supplier Power
  - (ii) Buyer Power
  - (iii) Competitive rivalry
  - (iv) Threat substitution
  - (v) Threat of new entry
- (10 marks)**

(b) Draw the Porters Five Forces Model Diagram and explain all its contents (10 marks)

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(c) "Logistics is the management of the flow of goods and services between the point of origin and the point of consumption in order to meet the requirements of customers". Briefly explain the following logistics components:

- (i) The Integration of Information,
  - (ii) Transportation,
  - (iii) Inventory, management
  - (iv) Warehousing,
  - (v) Material Handling and packaging
- (5 marks)**

**QUESTION TWO (15 MARKS)**

- (a) Elaborate on the five Components of a logistics system in company
- (b) Explain at least eight types of logistics
- (c) "Any working organization strives to achieve its objective" Describe five objectives of Logistics Management in a company

**QUESTION THREE (15 MARKS)**

- (a) Describe the six functions of logistics management and their benefits (6 marks)
- (b) Discuss the four features of Strategic Planning (4 marks)
- (c) Write short notes on logistics strategies (5 marks)

**QUESTION FOUR (15 MARKS)**

- (a) Explain your understanding of Supply Chain Management (2 marks)
  - (b) Briefly explain the historical development in Supply Chain (8 marks)
  - (c) List and explain key drivers of supply chain performance in any company (5 marks)
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**QUESTION FIVE (15 MARKS)**

- (a) highlight five reasons for measuring Procurement Performances in SCM (5 marks)
- (b) Highlight features of Material Requirement Planning relating to the following (5 marks)
  - (i) Master production schedule (MPS)
  - (ii) The Bill Materials (BOM)
  - (iii) Inventory Status File
  - (iv) Reverse Logistics
  - (v) Inbound Logistics)
- (c) Explain principles of Professional Ethics in Supply Chain (5 marks)