



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

DPS 306: LOGISTICS AND TRANSPORT MANAGEMENT

DATE: APRIL 3, 2018

TIME: 11:00 AM – 1:00 PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Discuss the concept of logistics and transport (5 marks)
- b) Explain the term 'logistics marketing' (5 marks)
- c) Reverse logistics stands for all operations in business. Explain (5 marks)
- d) Discuss how logistics creates time and utility (5 marks)
- e) Understanding total logistics costs in supply chain management is very important. Explain (5 marks)
- f) Discuss how intelligence transport system is being used today (5 marks)

QUESTION TWO (20 MARKS)

Customers are the focus of any activity in logistics

- a) Define customer service (5 marks)

- b) Discuss five key elements of customer service (15 marks)

QUESTION THREE (20 MARKS)

- a) Explain the five key parties in transportation decisions (10 marks)
- b) Discuss factors that affect carrier decisions in logistics and transport (10 marks)

QUESTION FOUR (20 MARKS)

- a) Warehousing is a support function for logistics and plays an important role. Support this statement (10 marks)
- b) Discuss key decisions while planning for a warehouse (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the activities forming the core of logistics function and also take place in every logistics channel (10 marks)
- b) Implementing internal logistics integration is not possible in a vacuum. Discuss five barriers (10 marks)

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