



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF COMMERCE**

COURSE CODE: BCM 3250

COURSE TITLE: LOGISTICS MANAGEMENT

DATE: 17TH APRIL 2019

TIME: 0830 - 1030 HRS

INSTRUCTIONS:

Answer Question one and any other two questions from this paper

QUESTION ONE (COMPULSORY)

- (a) Describe SIX factors which influence logistics systems in business organizations (6 marks)
- (b) Explain SIX factors which determine logistics strategic planning in business organizations. (6 marks)
- (c) Using a time-based process map of logistics planning technique, identify SIX causes of non-value time activities in business organizations. (6 marks)
- d) Examine SIX functions of logistics management (6marks)
- e) Evaluate SIX forces driving logistics management Agenda in the 21st century (6 marks)

QUESTION TWO

- a) Assess FIVE benefits which Kenya derives from the construction of Trans African highway from Cape Town in South Africa to Cairo in Egypt. (5 marks)
- b) Describe FIVE steps of logistics strategic process management. (5 marks)
- c) Discuss FIVE types of logistics strategies used by corporations across the world (5 marks)
- d) Explain FIVE characteristics of the design methodology of transport planning in logistics management. (5 marks)

QUESTION THREE

- a. Explain FIVE factors which determine positioning and repositioning of logistics service providers in business environment (5 marks)
- b. Elaborate FIVE factors which determine the competitive advantages of logistics organization in business environment (5 marks)
- c. Discuss FIVE benefits of logistics information system in Business organization (5 marks)
- d. Highlight FIVE characteristics of a facilities design project in logistics management (5 marks)

QUESTION FOUR

- a) Explain FIVE factors which influence logistics operation design of supply chain management. (5 marks)
- b) Explain FIVE reasons why logistics has become an increasingly important value-adding process in supply chain management (5 marks)
- c) Describe the following functions of logistics information system
Planning function
- i) Co-ordination function
 - ii) Customer service communication function
 - iii) Control function
 - iv) Database function
- (10 marks)

QUESTION FIVE

- a. Define the term inventory management and explain why it is important that firms manage their inventory. [5marks]
- b. Discuss the advantages and disadvantages of various modes of transportation of goods in Kenya. [10 marks]

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