



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

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

**COURSE CODE: BCM 4148-1
COURSE TITLE: LOGISTICS STRATEGY**

DATE: 13/12/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATE

*Answer Question **ONE** and any other **TWO***

Garda Trade's Logistics Strategy: Enhancing Efficiency and Customer Satisfaction

“**Garda Trade**” is a global manufacturing company with a diverse product portfolio. The company operates in multiple regions and relies on a complex supply chain to meet customer demands. Recognizing the importance of logistics in its operations, “**Garda Trade**” has implemented several initiatives to enhance efficiency and customer satisfaction.

Required:

- (a) Discuss the benefits of implementing a just-in-time (JIT) inventory system for Garda Trade. **(8 Marks)**
- (b). Highlight how Garda Trade can use demand forecasting to optimize its inventory levels. **(6 Marks)**
- (c). Outline challenges that Garda Trade might face in its global supply chain management. **(6 Marks)**

QUESTION TWO

- (a) Discuss the role of leadership and organizational culture in the successful implementation of logistics strategy. **(10 Marks)**
- (b) Highlight the role of technology in improving logistics efficiency. **(5 Marks)**

QUESTION THREE

Consider the concept of sustainability in logistics. Assess current sustainability practices and initiatives that organizations should undertake to align with environmental and social responsibility goals. **(15 Marks)**

QUESTION FOUR

Supply chain risk management is critical in today's business environment. Discuss potential risks that an organization's logistics strategy may encounter and provide a comprehensive risk mitigation plan. **(15 Marks)**

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