



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2017/2018 ACADEMIC YEAR THIRD YEAR FIRSTSEMESTER

SCHOOL OF BUSINESS AND ECONOMICS BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 346

COURSE TITLE: LOGISTICS SYSTEMS

DATE: 20TH APRIL 2018

TIME: .8.30-10.30 AM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

This paper consists of TWO printed pages. Please turn over.

QUESTION ONE (25 marks)

- a) The distortion and magnification of order information still remains a major problem in modern logistics operations. Why is this so?[6 marks]
- b) "Containerization has revolutionized the transportation of goods". Discuss. **[10marks]**
- c) From the customer perspective, explain the factors that can influence the choice packaging logistics material. **[5 marks]**
- d) Describe the importance of inventory in a logistics system. **[4 marks]**

QUESTION TWO

- a) Several decisions have to be taken in logistics systems, both at the design and at the operating level. Discuss such decisions. **[6 marks]**
- b) The demand for transport takes place over space and time. Explain the factors that determine the demand for transport. **[9 marks]**

QUESTION THREE

- a) Describe the determinants of demand forecasts for goods and services. **[5 marks]**
- b) In logistics, warehousing is an important element of activity in the distribution and production of goods. Explain the current business trends that may affect the warehousing operations. **[10 marks]**

QUESTION FOUR

- a) Unitization of load plays important role in effectiveness of the material handling system installed in the warehouse. Explain **[5 marks]**
- b) Investment in material handling system is strategic in nature and is always based on long term requirements, considering product volumes and varieties. Why is this so? **[10marks]**

QUESTION FIVE

- a) Discuss the cost factors in transportation **[8marks]**
- b) Environment management is gaining prominence in the management of logistics activities in Kenya. As an expert in logistics, recommend environmental policies that will help in enhancing sustainable transport system. **[7 marks]**

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