

**MAASAI MARA**

**UNIVERSITY**

**REGULAR EXAMINATIONS 2014/2015 ACADEMIC YEAR**

# SCHOOL OF BUSINESS AND ECONOMICS

**BACHELLOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 347: LOGISTICS MANAGEMENT.**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

**ANSWER QUESTION ONE COMPULSORILY THEN CHOOSE ANY OTHER THREE**.

**Question one**

1. Discuss the meaning and scope of logistics management.

**(5 marks).**

1. Explain the significance of regulation of the inbound and outbound logistics. **(5 marks)**
2. Discuss the distribution strategies used in logistics management.

**(5 marks).**

1. Explain the barriers in logistics management**. (5 marks)**
2. State the significance of implementing the Global positioning system in fleet management**. (5 marks).**

**Question two.**

1. Discuss the operating objectives of logistics in detail**. (10 marks)**
2. What is the importance of vendor managed inventory.

**(5 marks).**

**Question three.**

1. Discuss the considerations in selecting the mode of transportation**. (10 marks)**
2. State the factors that affect the cost of logistics. **(5 marks).**

**Question four.**

1. Discuss the steps followed in site selection of a warehouse.

**(10 marks)**

1. Explain the pillars of logistics management. **(5 marks)**

**Question five.**

1. Discuss the strategic role of IT in logistics management.

**(10marks)**

1. What are the objectives of logistics performance measurement**? (5 marks)**