



GRE TSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY - APRIL 2021 SEMESTER**

BACHELOR OF COMMERCE

COURSE CODE: BCPS 303

COURSE TITLE: LOGISTICS MANAGEMENT

DATE: 11 MAY 2021

TIME: 3:00 PM – 6:00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

Read the extract below and answer the questions that follow

Demands on today's logistics professionals are at an all-time high and this pressure shows no sign of letting up. The steadfast focus on keeping costs low while delivering a greater level of service can tax even the most seasoned professional. Success requires the ability to think strategically while exploiting tactical opportunities. This has become a crucial challenge for any company with products to deliver. Today companies must solve an ever more complex transportation puzzle within the global supply chain context and global economic environment. Transportation Management Systems (TMS) have become an essential system for best-in-class companies to plan, automate, optimize, and collaborate in proactively tackling transportation challenges

- a) In regards to the extract above, examine the key factors that would have increased the demand for Logistics within the Supply Chain. **[8 Marks]**
- b) Other than Transportation, examine the other Feature elements of a successful Logistics Function. **[10 Marks]**
- c) Transportation Management Systems (TMS) have become an essential system for best-in-class companies to plan, automate, optimize, and collaborate in proactively tackling transportation challenges. Discuss. **[12 Marks]**
- d) Intermediaries are of great importance in the Logistics Sector. Discuss. **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

Reverse logistics is the process of moving goods from their typical final destination for the purpose of capturing value, or proper disposal

- a) Examine the key processes that Undergo Reverse Logistics. **[10 Marks]**
- b) Explain the various Drivers of Reverse Logistics **[10 Marks]**

QUESTION THREE

The bullwhip effect or the "whiplash" in supply chain management refers to the phenomenon of increasing fluctuations in inventory in response to shifts in customer demand as one moves further up the supply chain.

- a) Just as fluctuations in demand ripple throughout the entire supply chain, the bullwhip effect can have serious consequences throughout all aspects of business. Discuss. **[10 Marks]**

- b) Examine the various ways Supply chain Managers can tackle the challenge of Whiplash.

[10 Marks]

QUESTION FOUR

Logistics refers to the overall process of managing how resources are acquired, stored, and transported to their final destination. In regard to this,

- a) Examine the key Role of Logistics in the Supply Chain. **[12 Marks]**
- b) Effective and efficient Logistics management is a key driver in the success of the supply chain. Explore the value adding benefits of Logistic in modern Supply Chain Environment **[8 Marks]**

QUESTION FIVE

- a) The use of Pipelines or Ropeways as a mode of transport is becoming of essence and getting a lot of preference by various players in modern Logistics. Examine the key reasons Pipelines are becoming a common mode of Transport in the East African Trade Corridor. **[10 Marks]**
- b) There has been an upward trend in the use of Containers in modern Transport Industry. Discuss. **[10 Marks]**