



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2025 SEMESTER**

### **BACHELOR OF COMMERCE**

**COURSE CODE: BCPS 303**

**COURSE TITLE: LOGISTICS MANAGEMENT**

**DATE: 5 APRIL 2025**

**TIME: 8.00 AM – 10.00 AM**

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#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** 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**

- a) Globalization and technological improvements in the past few years has led to the adoption of new service and relationships, which require the logistics manager of Seri Food limited to be more proactive in identifying the most desired combination of transport to meet the firm's objectives. Using a diagram, elaborate on transportation process the manger would use **[8 marks]**
- b) The logistics concept which has been around since 1960s has taken root in many organizations to date even to a point of creating a commercial sector from it. Most even vie logistics as an integral component of management. In your opinion is logistics important to businesses in the 21<sup>st</sup> century. **[8 marks]**
- c) Logistics service providers are an important factor in the business success of companies engaged in trade activities at national and international level. Describe the role of logistics intermediaries in firms today **[8 marks]**
- d) As supplier development can be a resource-intensive process, it should only be undertaken with those suppliers from which real business benefit can be derived. Explain any three barriers to supplier development **[6 marks]**

## **SECTION B: ANSWER ANY TWO QUESTIONS**

### **Question Two**

- a) Today business environment is very dynamic and highly competitive due to this, companies in the modern environment don't stick to using a single mode of transport. Discuss the various modes of transportation that an international bookselling company can use. **[10 marks]**
- b) Logistics is the process of anticipating customers' needs and wants, acquiring the capital, materials, people technology and information necessary to meet those needs and wants. Describe the key components of logistics **[10 marks]**

### **Question three**

- a) Supply chain is the network of activities through which materials flow. One of this activities is logistics and there are several issues that influence logistics in supply chain. Discuss these issues **[10 marks]**

- b) The major objective of any organization is to determine the optimal allocations that result to minimum transportation costs. Explain any five factors to consider in these transport costs. **[10 marks]**

#### **Question Four**

- a) Global warming is not an imaginary problem anymore, and everyone should be aware of that & logistics companies are no exception, hence Green Logistics. Using an examples, explain how logistics companies can be environmentally friendly**[10 marks]**
- b) An increasingly globalized economy gives us greater connections across boundaries making supply chain management an ever-tougher endeavor. Discuss the various emerging trends driving logistics management to the next level. **[10 marks]**

#### **Question five**

- a) Reverse logistics incorporates running products in reverse through the supply chain to gain maximum value. Describe the key drivers of reverse logistics **[10 marks]**
- b) A warehouse can be defined as an enterprises logistic function that is responsible for storage and handling of inventories. This warehousing decisions is influenced by a number of factors. Discuss any five of these factors **[10 marks]**