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**JARAMOGI OGINGA ODINGA UNIVERSITY**

**OF SCIENCE & TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2012/2013**

**3RD YEAR 2ND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH IT**

**(MAIN/KISUMU LEARNING CENTRE)**

**(KISUMU LEARNING CENTRE & MAIN CAMPUS)**

**COURSE CODE: BBM 3323**

**COURSE TITLE: CHANNEL MANAGEMENT**

**DATE: 13/8/13 TIME: 9.00 – 11.00AM**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

1. **This paper contains FIVE questions**
2. **Answer question ONE (Compulsory) and ANY other 2 questions**
3. **Write ALL answers in the booklet**

**Question One (Compulsory)**

1. Define the term channel management. (2 mks)
2. Discuss FIVE aspects of channel management that ensure achievement of target level of customer satisfaction. (10 mks)
3. Briefly describe the main SIX institutional members of a distribution channel. (12 mks)
4. Using examples explain the concept of non- store retailing. (6 mks)

**Question Two**

1. Discuss the FIVE main channels of distribution of consumer goods and services. (20mks)

**Question Three**

1. Briefly describe the distribution process. (4 mks)
2. Discuss the FOUR main components of physical distribution. (16 mks)

**Question Four**

1. Discuss THREE main distribution strategies that can be employed by a company. (12 mks)
2. Describe the factors that influence the selection of the distribution channel members. (8 mks)

**Question Five**

1. Describe the selling distribution objectives and tasks. ( 10 mks)
2. Discuss the role played by the product in channel design. (10 mks)

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**UNIVERSITY EXAMINATION**

**4th YEAR 1st SEMESTER EXAMINATION FOR DEGREE OF BACHELOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**(KISUMU LEARNING CENTRE)**

**COURSE CODE: BLM 3422**

**COURSE TITLE: SUPPLY CHAIN MANAGEMENT**

**DATE:**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

This paper contains **FIVE** questions

Answer question **ONE** (Compulsory) and **ANY** other 2 questions

Write **ALL** answers in the booklet

**Question One (Compulsory)**

1. Define the term supply chain network. (2mks)
2. Describe EIGHT major aspects that should be considered in determining the design of the supply chain network. (16 mks)
3. Discuss the major components of supply chain management. ( 12 mks)

**Question Two**

1. Describe SIX members of the supply chain. (10 mks)
2. Describe the product flow facility structure as used in supply chain management. (10 mks)

**Question Three**

1. Discuss the SIX major issues that affect the channel structure. (10 mks)
2. Describe the advantages of outsourcing when used in supply chain management. ( 10 mks)

**Question Four**

1. Define the term business process. (3 mks)
2. Describe the concept of supply chain business process. (17 mks)

**Question Five**

1. Define the term supply chain management. ( 3 mks)
2. Discuss the major risks in supply chain management. ( 17 mks)

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**UNIVERSITY EXAMINATION**

**2nd YEAR 1st SEMESTER EXAMINATION FOR DEGREE OF BACHELOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**(MAIN CAMPUS)**

**COURSE CODE: BLM 3323**

**COURSE TITLE: LOGISTICS STRATEGY**

**DATE:**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

This paper contains **FIVE** questions

Answer question **ONE** (Compulsory) and **ANY** other 2 questions

Write **ALL** answers in the booklet

**Compulsory**

1. (a) Briefly define the term “strategy”. (3 mks)

(b) Explain the term Logistics strategy. (4 mks)

(c ) Describe the FIVE levels of integrated logistics strategy. (15 mks)

(d) Briefly describe the FOUR reports prepared after measurement and analysis of logistics performance. (8 mks)

Select **ANY** other **TWO** questions

2. (a) What is meant by Logistics strategy planning. (4 mks)

(b) Discuss the relationship between logistics strategy and corporate strategy.

(16 mks)

3. (a) What is meant by the marketing concept in the design of customer service.

(4 mks)

(b) Discuss the FOUR main utilities that have to add product and service value to customers. (16 mks)

4. (a) Discuss the major factors that have to be considered when designing a supply chain. (10 mks)

(b) Briefly explain the FIVE major value added services to a product or service.

(10 mks)

5. (a) Define the term “Performance measurement”. (4 mks)

(b) Discuss the various types of performance measures used in logistics management. (18 mks)

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**4th YEAR 1st SEMESTER EXAMINATION FOR DEGREE OF BACHELOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**(KISUMU LEARNING CENTRE)**

**COURSE CODE: BLM 3425**

**COURSE TITLE: CONTEMPORARY ISSUES IN LOGISTICS**

**DATE:**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

This paper contains **FIVE** questions

Answer question **ONE** (Compulsory) and **ANY** other 2 questions

Write **ALL** answers in the booklet

**Question One (Compulsory)**

1. Discuss the role of Logistics in the service industry in the 21st century.

(15 mks)

1. What is Green Logistics and what impact has it had on the Logistics industry. (15 mks)

**Question Two**

Relief Logistics has seen unprecedented growth in the recent day. Discuss what has lead to this phenomenal growth. (20mks)

**Question Three**

Using examples, discuss the critical technological advances that have assisted in the growth of logistics industry. (20 mks)

**Question Four**

Describe the role of quality management in the presented day Logistics industry.

(20 mks)

**Question Five**

Discuss the role played by the 3PL’s and 4PL’s in the contemporary Logistics management environment. (20 mks)