TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN LOGISTICS AND TRANSPORT MANAGEMENT

BLT 2103: TRANSPORT AND LOGISTICS MANAGEMENT I

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

− This paper consists of **FIVE** questions.
− Answer question **ONE (Compulsory)** and any other **TWO** questions.
This paper consists of Three printed pages.

QUESTION 1 (Compulsory)

a) Define logistics according to:
   i) Chartered Institute of Logistics and Transport.
   ii) Council of Logistics Management. **(4 marks)**

b) Outline the functions of the following logistics activities:
   i) Warehousing and storage
   ii) Packaging
   iii) Customer service. **(15 marks)**

c) Outline the factors considered while deciding on the mode of transport to be used in either travelling with or transporting goods. **(5 marks)**

d) Treacy and Wiersema (1997) argue that companies taking leadership positions do so by narrowing their competitive focus. Outline **THREE** strategies that can be followed in taking leadership position as proposed by Treacy and Wiersema. **(6 marks)**

QUESTION 2

a) What is time based competition. **(10 marks)**

b) Explain the role of time in time-based competition. **(10 marks)**

QUESTION 3

a) How do products win orders in the market place? **(10 marks)**

b) How does logistics contribute to competitive advantage in the market place? **(10 marks)**

QUESTION 4

a) i) Define reverse logistics.
   ii) State **EIGHT** reasons for reverse logistics. **(10 marks)**

b) Distinguish between the following types of logistics:
   i) Inbound logistics and outbound logistics.
   ii) Third party logistics and fourth party logistics.

(10 marks)

QUESTION 5

a) Explain any **FOUR** transport service characteristics and their marketing implications.   **(11 marks)**

b) i) State **FOUR** types of transport service.
  ii)   Assume you want to start passenger transport between Nairobi and Mombasa. Which type of service would you choose and why?   **(9 marks)**