TECHNICAL UNIVERSITY OF MOMBASA
School of Business

DEPARTMENT OF BUSINESS ADMINISTRATION

DIPLOMA IN LOGISTICS AND TRANSPORT I

BLT 2103: LOGISTICS AND TRANSPORT MANAGEMENT I

END OF SEMESTER EXAMINATIONS

SERIES: MAY 2016

TIME: 2 HOURS

Instructions to Candidates
You should have the following for this examination
- *Answer Booklet*
- *Examination Pass*
- *Student ID*

This paper consists of five questions.
Attempt question ONE (Compulsory) and any other TWO questions
This paper consists of **THREE** printed pages
Do NOT write on the question paper
Mobile phones are NOT allowed in the examination room

QUESTION 1 (Compulsory)

a) Identify and explain **SEVEN** types of wastes in logistics operations that affect lean thinking.

(14 marks)

b) i) Define customer loyalty.

ii) State **FIVE** advantages of loyal customers.

iii) Good customer service is about forming a relationship with the customers that they would wish to pursue. How would you go about forming such a relationship? **(16 marks)**

QUESTION 2

a) What are INCOTERMS. **(1 mark)**

b) Give the definition of the following INCOTERMS:
   i) EXW
   ii) FCA
   iii) FAS
   iv) FOB
   v) FOBS
   vi) FOQ
   vii) CIF
   viii) DDV
   ix) DDP
   x) DAF

c) i) Define bill of lading. **(10 marks)**
   ii) State **TWO** responsibilities of the carrier in bill of lading.
   iii) State **FIVE** areas that not responsibility of the carrier in the bill of lading. **(9 marks)**

QUESTION 3

a) Explain the JUST IN TIME CONCEPT (JIT). **(10 marks)**

b) Explain LEAN THINKING CONCEPT. Outlining its **FIVE** principles. **(10 marks)**

QUESTION 4

a) Assume you are the first person to appear in an accident scene, what you would do. **(10 marks)**

b) With the aid of a diagram, explain the use of the following in fuel consumption management:
   i) Fuel flow meter
   ii) Fuel level sensors. **(10 marks)**

QUESTION 5

a) Outline **EIGHT** criteria/conditions an ideal market segment should meet.   **(8 marks)**

b) Explain the following:

    i) Geographic market segmentation

    ii) Psychographic segmentation

    iii) Behavioural segmentation

    iv) Price discrimination.   **(10 marks)**

c) Differentiate between B2B and B2C.   **(2 marks)**