



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF MANAGEMENT SCIENCE

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN LOGISTIC AND TRANSPORT

BLT 2103: MANAGEMENT IN TRANSPORT AND LOGISTICS

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- (a) (i) Distinguish between outbound logistics and reverse logistics
(ii) State five reasons that necessitate reverse logistics (9 marks)
- (b) How does the following contribute to logistic competitive advantage (9 marks)
(i) Time
(ii) Quality
- (c) State four functions of the following logistics activities (8 marks)
(i) Warehousing
(ii) Sourcing and procurement
- (d) (i) Define Bill of lading
(iii) State any six required information contained in Bill of lading (4 marks)

Question TWO

- (a) (i) Distinguish between Axle load vehicle control and Gross vehicle weight load control
(iii) Kenya National Highways authority (KENHA) and the transporters have taken different positions over axle load control and vehicle weight load control
Which position is preferred by either of the parties and why?
(10 marks)
- (b) Provide the different axle group load limit for the following categories of trucks wheel configurations
(i) Rigid body with two axles
2:4
(ii) Semi trailer with 4 axles
2:4:4:4
(iii) Semi trailer with 6 axles
2:4:4:4:4:4
(iv) Draw bar with 6 axles
2:4:4:4:4:4:
(8 marks)
- (c) Classify the types of weigh bridges used by KENHA
(2 marks)

Question THREE

- (a) (i) Define marketing
(ii) Explain the term marketing orientations
(5 marks)
- (b) Describe the five different marketing orientations different firms can adopt in approaching potential market
(15 marks)

Question FOUR

- (a) Explain the following terms in the context of logistics
(i) Agility
(ii) Just In time
(iii) Lean thinking and its principles
(15 marks)
- (b) Draw the pyramid of key factors that underpin just in time concept
(5 marks)

Question FIVE

- (a) Explain the term fleet management (3 marks)
- (b) Explain the following transport service characteristics and their marketing implications (11 marks)
- (i) Intangibility
 - (ii) Perishabilty
 - (iii) Inseparabilty
- (c) Distinguish between Dedicated transport service and chartered transport service (6 marks)