



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) Identify

- (i) Five principles of lean thinking
- (ii) Seven types of waste in lean thinking

(12 marks)

(b) Explain the six operational objectives of logistics

(12 marks)

(c) Distinguish between 'On demand transport and Scheduled transport'

(6 marks)

(d) Explain any two ways you can use in managing fuel in fleet of vehicles.

(2 marks)

Question TWO

- (a) Explain the following terms as used in logistics
- (i) Just in Time(JIT) principle
 - (ii) The Kanban System
- (9 marks)
- (b)
- (i) State five benefits of Just in Time principle
 - (ii) State the six generally accepted rules for Kanban System
- (11 marks)

Question THREE

- (a) (i) Explain the term INCOTERMS
- (iii) Identify three basic specifics that INCOTERMS cover
- (5 marks)
- (b) State what the following INCOTERMS stand for and the terms and conditions applicable in each case
- (i) DDP
 - (ii) EXW
 - (iii) CIF
 - (iv) FOB
 - (v) FCA
- (15 marks)

Question FOUR

- (a) (i) Define market segmentation
- (i) Describe four ways that can be used to segment a market
- (6 marks)
- (b) (i) Qualify the term loyal customers
- (ii) State five advantages of loyal customers
- (7marks)
- (c) Instead of competing, from all fronts equally, Treacy and Wersema (1997) argued that companies taking leadership do so by narrowing their competitive focus, not by broadening it
- Explain three strategies they proposed to be followed
- (7 marks)

Question FIVE

(a) State four advantages and four disadvantages each for the following modes of transport

(i) Sea Transport

(ii) Air Transport

(8 marks)

(b) What consideration would you make in deciding which mode to use to transport your cargo

(8 marks)

(c) Kenya Railways was not at a particular time doing very well. What could have contributed to this?

(4 marks)