



**TECHNICAL UNIVERSITY OF MOMBASA**  
***SCHOOL OF BUSINESS & SOCIAL STUDIES***  
**DEPARTMENT OF MANAGEMENT SCIENCES**

**DIPLOMA IN TRANSPORT & LOGISTICS MANAGEMENT**  
**(DTLM)**

**BLT 2104 LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**END OF SEMESTER EXAMINATIONS**

**SERIES: MAY 2016**

**TIME: 2HRS**

**INSTRUCTIONS:**

- This paper consists of **A** and **B**.
- Section A is Compulsory. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room
- Cheating leads to disqualification.
- This paper consists of three printed pages.

## QUESTION I COMPULSORY (30MKS)

(a) Q a) the practice of logistics management cuts across three distinct levels in the company structure and activities can be grouped into strategic, tactical, Operational levels. Discuss the strategic, tactical and Operational levels of the supply chain with a list of five activities done under each (10mks)

**(b) Read the following case and answer the questions which follow.**

### TANA RIVER HOUSEHOLD ENTERPRISES

Tana River Household Enterprises Ltd is a small scale manufacture of various products sold in the Kenyan market. Its manufacturing plant is in Hola Town, from where its products are sold in different parts of the county. The firm previously outsourced its transportation services but has not decided it to manage it in house. Organized and expands its distribution department to handle and manage its transportation activities in addition to all other aspects of the distribution logistics. The logistics manager has been tasked with responsibility to ensure that the distribution and transport Department is managed efficiently to support the business Operations and competitive success.

- i. Explain the objectives which the logistics manager would be expected to achieve in efficient management of transport (3mks)
- ii. Explain the ways in which an efficient transportation system would contribute to customer satisfaction in the market (3mks)
- iii. Identify the type of costs in the firms transportation activities (3mks)
- iv. Explain the role of packaging in transportation in the distribution of firms products (3mks)
- v. Explain reason why the firm manufacturing firm may contract out its transportation functions and highlight the problems which could be encountered in such situations. (3mks)

## Question 2

- (a) Jato is an emerging global Company operating in a number of countries. The Company is in the process of designing its own global supply chain, what will be the role of such a supply chain (10mks)
- (b) Explain the compelling reasons which necessitate the use of computer based techniques by organizations in logistics strategy plans (10mks)

## Question 3

### TANA GREEN ENTERPRISES LTD

Tana Green Enterprises Ltd is a small scale business involved in distribution of vegetable products to various retail outlet in Tana River, Lamu and Mombasa. It acquires the products from various small scale farmers in the coast Region.

The firm has been using contracted vehicles for its transportation and delivery services.

However, owing to the growth of the business and customer demands, it has decided to acquire and manage its own fleet for its transportation and delivery services. A fleet management limited is to be established to acquire the necessary vehicles. And determine the appropriate routing and delivery scheduling plans for its operations.

- (a) Explain the factors the firm would consider in the selection of transportation vehicles. (2mks)
- (b) Explain the objectives that would consider in the selection of its transportation mode. (2mks)
- (c) Explain the responsibilities of a fleet manager and highlight how efficient fleet management would contribute to the firm's business success. (2mks)
- (d) The fleet manager is expected to prepare appropriate plans for the operations of transportation activities
- i. Explain the factors which should be considered in preparing long term transportation plans. (2mks)

- ii. Explain the benefits of having transport plans (2mks)

#### Question 4

Read the following story and answer the following questions

##### **ZUBAKI ENTERPRISES LTD**

Zubaki operates a shoe retail shop that was opened in Malindi in January 2013. The shop is well stocked with the latest shoe brands of different sizes and colors all imported from Dubai. Since January 2013, zubaki has only managed to sell twenty pair of shoes to different customers. Customers have always complained and sworn never to return to zubaki shop.

- (a) Explain four possible causes of complaints that customers may be having against zubaki (4mks)
- (b) Advise zubaki on the possible expectations customers have From his shop (2mks)
- (c) State four benefits that zubaki is likely to enjoy if the customers needs are given the first priority (4mks)
- (d) Explain the importance of understanding a customer during a communication process (2mks)
- (e) Explain four ways which zubaki can demonstrate courteousness which serving (4mks)
- (f) Explain four ways you can measure customer satisfaction (4mks)

#### Question 5

- (a) (i) What is benchmarking?  
(ii) Explain the Benchmarking process
- (i) How you logistics activities would would are efficient?  
(ii) Explain the importance of benchmarking organizational logistics activities.
- (b) Just -in-time technique aims at having a stockless organization. What challenges are likely to face an organization that undertakes this technique?