

TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS_ DEPARTMENT OF MANAGEMENT SCIENCE

PAPER B (FEB-MAY 2016)

END OF SEMESTER EXAMINATION QUESTIONS

**COURSE CODE AND TITLE: BPC 4202_ PRINCIPLES OF LOGISTICS
MANAGEMENT**

CLASS: BSC MARITIME STUDIES (COMMERCIAL) YEAR 1 SEM 2

INSTRUCTIONS:

- i. Answer question one and any other two questions
- ii. Do not write on the question paper
- iii. Time allowed is 2 hours

QUESTION ONE

- a) The role of freight forwarder will depend on who its principal i.e the shipper is, as the well as the contractual responsibilities that the shipper has assumed under the international commercial terms (INCOTERMS) in relation to the shipment of the goods. Clearly explain the responsibilities of a freight forwarding agent (12 marks)
- b) Discuss the concept of customer retention in logistics management (8 marks)
- c) Explicitly discuss the concept of containerization and explain the factors that have contributed to the growth of container traffic (10 marks)

QUESTION TWO

- a) Due to stiff competition for differentiation in the logistics industry, the service providers are now offering their clients some additional services, besides their regular logistics service offerings. Explain some of the value added services (VAS) offered by the third party service providers (10 marks)
- b) Explain to the management of your organization the guidelines to follow in designing an effective and efficient material handling system (10 marks)

QUESTION THREE

- a) Customer value drives both development and improvement in the supply chain as well as what the supply chain will look like. With clearly articulated examples,, explain any five dimensions that can be used to describe customer value in logistics (10 marks)
- b) With examples, differentiate between reverse and forward logistics (10 marks)

QUESTION FOUR

- a) The efficiency of material handling equipment adds to the performance level of the warehouse. The internal movement of goods has a direct bearing on the order fulfillment cycle. Explicitly discuss the various stages at which material handling operations are performed (10 marks)
- b) For those companies that are not set up to deal with reverse flows through their systems, there are many obstacles to overcome. Describe the factors to consider in designing a reverse logistics network (10 marks)

QUESTION FIVE

- a) Choosing a warehouse location depends on whether you are considering a single store or a multi-warehouse location. Clearly explain the various techniques that an organization can use in determining/choosing warehouse location (10 marks)
- b) With examples, discuss some of the best practices in warehousing (10 marks)