



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN LOGISTICS AND TRANSPORT I

BLT 2103: LOGISTICS AND TRANSPORT MANAGEMENT I

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2014

TIME: 2 HOURS

INSTRUCTIONS:

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

This paper consists of Three printed pages.

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)**