



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

BACHELOR OF TOURISM MANAGEMENT
(BSTM)

BTL 4240 TRANSPORT AND LOGISTICS FOR TOURISM 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
- This paper consists of three printed pages.

QUESTION 1

- a. Define the following terms as used in logistics management
- i. Fleet management (2mks)
 - ii. Green logistics (2mks)
 - iii. physical distribution management (1mk)
 - iv. J.I.T (Just in time) (1mk)
 - v. Global logistics (1mk)
 - vi. State two roles of logistics management in each case,
 - (i) In supply chain strategy (2mks)
 - (ii) In the competitive strategy of a firm (2mks)
- b. A logistics company has determined its demand as 9000 units per year and is uniformly distributed over the year. The cost price is Ksh 2 per unit. Its ordering cost is 8% the inventory value. It is known that lead time is uniform and is equal to 8 working days. The number of working in a year is believed to be 300days.
- Determine
- (i) The economic order Quantity (2mks)
 - (ii) The re-order level (2mks)
 - (iii) The maximum number of orders per year (2mks)
 - (iv) Lengthy of inventory cycle (2mks)

C. Read the case below and answer the following questions

TANA GREEN ENTERPRISES LTD.

Tana Green Enterprises Ltd is a small scale business involved in distribution of vegetable products to various Hotels in Tana River, Taita Taveta and Mombasa. It acquires the products from 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 increasing customer demands, it has decided to acquire and manage its own fleet for transportation and delivery services.

A fleet management limited is to be established to acquire the necessary vehicles and determine the routing and delivery scheduling plans for its operations and one of its fleet management strategies is to Employ Mr. Brian as a fleet Director of the firm

- (i) Explain the factors the firm would consider in the selection of its transportation vehicles (1mk)
- (ii) Explain the objectives that would be achieved by vehicle routing and scheduling plans. (1mk)
- (iii) Explain the factors it would consider in the recruitment of drivers and motivation factors to motivate drivers. (2mks)
- (iv) Explain the responsibility of Brian as the fleet manager and explain how fleet efficient Management would contribute to the firms' business success. (1mk)
- (v) What advantages would the company benefits to own and operate its own fleet vehicle (1mk)
- (vi) Explain the factors which the fleet manager would consider in the selection of vehicles for flight operations (1mk)
- (vii) Highlight the security risks which are associated with vehicle journeys. (1mk)
- (viii) State the legal aspects which can be captured in the company's fleet Management (1mk)
- (ix) The manager would think of replacing the vehicle after every five years; Highlight the objectives of vehicle replacement. (1mk)
- (x) Maintenance of vehicles is me of the fleet management activity explain the benefits and approaches towards vehicle Maintenance. (1mk)

QUESTION TWO

- a) Ketty Tours is Tour company as well as Third Party provider based in Mombasa. It has a fleet of customized vehicles which can be used to provide services in the East African Region.

The company is experiencing very high total logistics costs. You have been recently employed as General Manager for the company. Discuss cost

reduction strategies you would and implement to save the company from these logistics costs.

- b) From the above case of Ketty Tours' company would wish to integrate its global logistics to global operations to have a wide market to the Central Africa and middle East especially Dubai, Saudi Arabia
- i. What type of global supply chain models would you advise the Company to adapt to reach such markets? (4mks)
 - ii. What kind of obstacles would Ketty tours confronts in its Global integration strategies, and how can Ketty tours Combat such obstacles' (6mks)

QUESTIONS THREE

- A. What are trade -offs and what roles do trade -offs play in physical distribution management (PDM) (4mks)
- B. Define the following terms related to logistics customer service management
- i. Customer service strategy
 - ii. Service Quality
 - iii. Service quality gap
 - iv. Competitive Advantage
 - v. Servoqual Model
 - vi. Customer service perception and Expectations (6mks)
- C. Citing Examples, explain how logistic service quality is measured.

QUESTION FOUR

- (a) A German Businessman, would wish to invest in Mombasa in the tourism sector, he has just employed a Tourism Graduate from the Technical university of Mombasa to manage his Business. He would wish to implement computer application in his business operations, especially in the management of his logistics and transport operations.

(i) Identify and explain the main features that would make the computer application software suitable for the Management of the function of the business. (5mks)

(ii) The Tourism graduate first assignment is tasked to explain to the businessman how computer applications employed in the transport and logistics management function can make the business have edge in the competitive business environment.

Identify and explain any five points he would include in his explanation. (5mks)

(b) (i) Explain the meaning of the following concepts in business computerization.

(a) Corporate procurement portal (1mk)

(b) Online store (1mk)

(c) Business to customer (B2 C) (1mk)

(d) Vehicle tracking (1mk)

(e) E-catalogue (1mk)

ii) Describe the features of the following processing devices and how each can be used in logistics management

a) Mainframe computer (1mk)

b) Laptop (1mk)

c) Palm Top (1mk)

d) Smart phone (1mk)

QUESTION FIVE

(a) Define the term benchmarking (2mks)

(b) Discuss the various steps of benchmarking an organization would follow in benchmarking its logistics to ensure efficiency and productivity is achieved (9mks)

(c) What are the benefits of benchmarking logistics to an organization performance? (9mks)

