



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

BACHELOR OF TOURISM
(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
- Cheating leads to disqualification.
- This paper consists of three printed pages.

Q1 (a) Define the following terms as used logistics management.

- | | |
|-----------------------------|-------|
| (i) Fleet management | (1mk) |
| (ii) Green logistics | (1mk) |
| (iii) Physical distribution | (1mk) |
| (iv) Just in time JIT | (1mk) |
| (iv) Global logistics | (1mk) |
| (v)Fleet management | (1mk) |

(b) TANA TOOLS AND ACCESSORIES LIMITED

Tana tools and accessories ltd is a local manufacture of various tools and associated hardware products for domestic and foreign markets. The products are distributed in the local market through the firms own transportation vehicles and warehouses.

The firm has experienced competition in the local market due to imported products. This is increasingly affecting its sales revenue and profitability. The firm now intends to reorganize its transport and distribution operations to be competitive basis for its business. It also intends to request the Government to institute some policies to regulate and control imported products to the market.

- (i) Explain ways in which transport functions would contribute to the firm's business success. (2mks)
- (ii) Explain the advantages of the firm's managing transport activities in -house (2mks)
- (iii) Explain the security risks the firm would address in the fleet operations (2mks)
- (iv) Explain the factors the firm would consider in the selection of its transportation vehicles (2mks)
- (v) Explain the factors which should be considered in selection of appropriate mode of transportation by the firm. (2mks)
- (vi) Explain the roles of drivers would play in the reduction of vehicle accidents and fleet related costs.

(vii) Explain the factors the organization would consider in developing new routing plans (2mks)

(viii) Explain the factors it would consider in the recruitment of drivers and motivation factors to motivate drivers (2mks)

(ix) Maintenance of vehicles is one of the fleet management activities. Explain the benefits and approaches towards vehicle maintenance (2mks)

(c) Hiribae manufacturing 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 Ksh40 per order and 8% of the inventory value. It is known that lead time is uniform and is equal to 8 working days. It is known that lead time is uniform and is equal to 8 working days.

The number of working day in a year is believed to be 300 days

Determine

(i) The Economic Order Quantity (3mks)

(ii) Re -order level (2mks)

(iii) Optimum number of orders per year (3mks)

(iv) Lengthy of inventory cycle (3mks)

QUESTION TWO

a) What are trade-offs and what roles do trade-offs play in Physical Distribution Management (4mks)

b) Read the following story and answer the following questions

ZUBAKI ENTERPRISES LTD

Zubaki Enterprises 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 color 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 expectation 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 customers during a communication process (2mks)
- e) Explain four ways which Zubaki can demonstrate courteousness while serving clients (4mks)
- f) Explain four ways you can measure customers satisfaction (4mks)

QUESTION THREE

- a) Benchmarking is popularly used as a performance measurement tool in logistics. Explain the steps which would be followed in benchmarking the logistics department and highlights its benefits in logistics management. (10mks)
- b) J.I.T (Just -in-Time) technique aim at having a stockless organization, what benefits and challenges are likely to face an organization, that undertake this technique.

QUESTION FOUR

- a) Global supply chain have existed as long as trade in intermediate products has taken place, but now they are increasingly becoming important in business competitiveness
 - (i) Explain five drivers of this phenomenon
 - (ii) Describe five challenges that a firm can encounter in its attempt to pursue this as a policy
 - (iii) What will you site as the main advantage that can compel a firm to participate in the global supply chain
 - (iv) Global supply chain means making operations globally. Examine some of the operations that have been globalized in this regard.
- (b) JATO Enterprises, a logistics company involved in tour operations in Lamu is experiencing high total logistics costs.

Discuss five logistics cost reduction approaches the company would apply to reduce these costs.

QUESTIONS 5

(a) Describe the features of the following computer infrastructure processing devices and how each can be used by organizational in logistics management.

- i. Mainframe computer (2mks)
- ii. Personal computer (2mks)
- iii. Laptop and Bluetooth (2mks)
- iv. Tablet and PalmTop (2mks)
- v. Smart Phones (2mks)

(b) A software exhibition displayed software application for various areas of your work. Your organization a Tourism Business venture is interested in an application for Transport & Logistics Management. The exhibitors provided demonstration to enable potential purchaser's check what functions the software provided for the area of application, identify and explain the software application functions that would be essential for application in transport & logistics management. (10mks)