



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF BUSINESS
DEPARTMENT OF MANAGEMENT SCIENCE

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UNIVERSITY EXAMINATION FOR:
DIPLOMA IN LOGISTICS AND TRANSPORT
BLT 2103: MANAGEMENT IN LOGISTICS AND TRANSPORT
END OF SEMESTER EXAMINATION
SERIES:DECEMBER2016
TIME:2HOURS
DATE:Pick DateDec2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

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QUESTION ONE

- a) Define Market segmentation (2 marks)
- b) State EIGHT properties of an ideal market segment (8 marks)
- c) Define Bill of lading (2 marks)
- d) Provide a design of a bill of lading document including all the necessary details the bill of lading document should have. (8 marks)
- e) Define INCOTERMS (2 marks)
- f) State what the following INCOTERMS abbreviations stand for and explain the terms and conditions that apply under each case:
 - i) EXW
 - ii) FCA
 - iii) CPT
 - iv) DAF(8 marks)

QUESTION TWO

- a) Explain with the aid of a diagram the following fuel management practices
 - i) Fuel level sensor
 - ii) Fuel flow meter (8 Marks)
- b) State
 - i) FOUR advantages Road freight transport is likely to have over the Standard Gauge Railway in Kenya
 - ii) FOUR advantages the Standard Gauge Railway is likely to have over the Road freight transport (8 Marks)
- c) County Government of Nairobi has tried to introduce high capacity passenger vehicles to help alleviate the congestion brought about by the Matatu's in the city without much success. Identify the challenges faced by the high capacity passenger vehicles. (4 marks)

QUESTION THREE

- a) List any FOUR determinants of good customer service (4 marks)
- b) Identify and explain EIGHT good customer service practices (16 marks)

QUESTION FOUR

- a) Define marketing (2 marks)
- b) Explain the FIVE competing concepts under which different organizations to operate their business as their marketing orientation. (18 Marks)

QUESTION FIVE

- a) Define logistics (2 Marks)

- b) Differentiate between Third party logistic providers and Fourth party logistics providers (4 Marks)
- c) Identify FIVE reasons that necessitates reverse logistics (5 Marks)
- d) Identify FIVE factors that underpin the success of reverse logistics (5 Marks)
- e) Differentiate between order winners and order qualifiers (4 Marks)