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**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS 2015/2016 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 347**

**COURSE TITLE: LOGISTICS MANAGEMENT**

**DATE: 9TH MAY, 2016 TIME: 11.00AM– 1.00 PM**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** questions

*This Paper consists of 2 printed pages. Please turn over.*

**SECTION A: COMPULSORY**

**QUESTION ONE**

1. Explain the key sustainability issues in transportation of goods in Kenya **(10 Marks)**
2. Logistics outsourcing strategy is an important practice that is the focus of many firms seeking to be highly competitive in their industry. Justify this statement **(10 Marks)**
3. Justify the need for an effective logistics performance measurement criteria **(5 Marks)**

**SECTION B: Answer ANY THREE questions**

**QUESTION TWO**

1. Referring to integration of logistics and the supply chain, discuss any FOUR benefits derived **(4 marks)**
2. Discuss how logistics management by the organization is used towards achieving competitive advantage **(6 marks)**
3. Stating examples, explore the relationship between ICT and logistics **(5 marks)**

**QUESTION THREE**

1. Information technology is a major source of improved productivity and competitiveness in logistics. Discuss **(5 Marks)**
2. Discuss the criteria for selection of a material handling system for a warehouse. **(10 Marks)**

**QUESTION FOUR**

The primary goal of plant layout is to maximize the profit by arrangement of all the plant facilities to the best advantage of the total manufacturing of the product.

1. Outline five objectives of plant layout. **( 5 Marks)**
2. Discuss five principles of plant layout. **(10 Marks)**

**QUESTION FIVE**

Inventory control is a major activity in any manufacturing set up.

* 1. Explain five ways through which redundancy and obsolescence of stock may be controlled **(10 Marks)**
  2. Discuss the objectives of inventory control **(5 Marks)**

**…….END……..**