

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR 3 SEMESTER 2 EXAMINATIONS FOR THE DEGREE OF BACHELOR OF COMMERCE**

**HBM 2304: MARKETING LOGISTICS**

**DATE: APRIL 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

QUESTION ONE (30 MARKS)

a) Explain the significance of marketing logistics (10 marks)

b) Briefly, explain the objectives of marketing logistics (10 marks)

c) Mention the factors and forces that give logistics importance among other functional areas of the firm (10 marks)

QUESTION TWO (20 MARKS)

a) Explain the role of warehousing in the logistics system and cost and customer service issues (10 marks)

b) What is the relationship between marketing ad logistics (10 marks)

QUESTION THREE (20 MARKS)

a) Explain the scope of internal transport (10 marks)

b) Effective management of customer service requires measurement. Discuss (10 marks)

QUESTION FOUR (20 MARKS)

a) Explain the issues associated with product packaging from logistics and marketing standpoints (10 marks)

b) Discuss the similarities between domestic and international logistics (10 marks)