



The Co-operative University of Kenya

END OF SEMESTER EXAMINATIONS APRIL-2019

EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS

(YR IV SEM II)

UNIT CODE: BCPP 2405

UNIT TITLE: LOGISTICS IN PURCHASING & SUPPLIES

DATE: 22ND APRIL 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Intensive competition in local markets has forced many firms to go international
(10 marks)
- (b) Explain the factors that have contributed to the development of the global logistics.
(10 marks)
- (c) Differentiate the following strategies.
- Lean
 - Agiece
 - Strategic Alliance

QUESTION TWO

- (a) Explain the goals that logistics manager may formulate for his department. (10 marks)
- (b) Explain the value added role of logistics in the supply chain. (10 marks)

QUESTION THREE

- (a) The efficiency and effectiveness of distribution channel is a function of a proper logistics programme. (10 Marks)
- (b) Highlight Michael porter genesis strategies and how a logistics manager may use it to improve effectiveness of the firm. (10 marks)

QUESTION FOUR

- (a) Many organizations find themselves in the apparently contradictory position of having high levels of financial investment in inventory, but at the same time frequently remain out of stock of important components and materials.
- Explain how this situation would arise.
 - Explain how you would deal with this problem and prevent it from recurring. (10 Marks)

QUESTION FIVE

- (a) Explain the aspects of business environment that managers most consider when designing a logistics strategy. (10 Marks)
- (b) Explain the guidelines to be followed when developing the logistics strategy. (10 marks)