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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR**

**THIRD SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 445**

**COURSE TITLE: LOGISTICS STRATEGY**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 08/08/18 TIME: 2.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has SIX (6) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Discuss the meaning and scope of logistics strategy. **[5 marks]**
2. Briefly explain the main fields within logistics **[5 marks]**
3. Briefly discuss the internal and external factors that affect the performance of logistics **[8 marks]**
4. Discuss the meaning of logistics requirement planning and the various components **[7 marks]**

**QUESTION TWO**

1. Explain five importance of logistics management **[10 marks]**
2. Explain the concept of value addition through logistics **[5 marks]**

**QUESTION THREE**

1. Explain the principles followed in logistics strategy design. **[10 marks]**
2. Relationships enhance logistical strategies. Discuss. **[5 marks]**

**QUESTION FOUR**

1. Discuss various components of logistics system **[10 marks]**
2. Regular Performance review of logistics activities is important to firms. Discuss **[5 marks]**

**QUESTION FIVE**

1. Discuss the process of strategy formulation. **[10 marks]**
2. Briefly explain the importance of structured communication in logistics strategy **[5 marks]**

**QUESTION SIX**

1. Discuss the strategic roles of international logistics **[8 marks]**
2. Explain the challenges of supply chain design **[7 marks]**