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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 11th December, 2023
Time: 11.30am –1.30pm

KPS 403 - INTERNATIONAL LOGISTICS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS

Case Study: Navigating Storms - Company X's Challenges in Supply Chain Resilience

Introduction:

In the bustling landscape of the consumer electronics sector, Company X stands as a multinational powerhouse, navigating the waves of a fast-paced and intensely competitive global market. As consumer demands evolve with each technological leap, Company X recognizes the indispensable role of a resilient and efficient supply chain. The torchbearer of this endeavor is the Logistics Manager, entrusted with the intricate responsibility of evaluating, strategizing, and elevating risk management practices within the company's vast international logistics operations.

The Setting: Company X, a trailblazer in consumer electronics, is renowned for its innovative products that have become household names globally. With manufacturing facilities spanning continents, it operates on the cutting edge of technology, constantly pushing boundaries in a market where change is the only constant. In this dynamic environment, the Logistics Manager at Company X faces a formidable challenge and demands a proactive and strategic approach to risk management.

- a) Identify potential risks and disruptions that Company X may face within its global supply chain. (4 marks)
- b) Analyze the impact of these risks on the company's international logistics operations and overall business. (5 marks)
- c) Develop a risk mitigation strategy for Company X, focusing on addressing the risks identified in Question 'a' above. (3 marks)
- d) Explain how this strategy aligns with best practices in supply chain risk management. (3 marks)
- e) Evaluate the role of technology and data analytics in enhancing supply chain resilience. (3 marks)
- f) Propose specific technology and data-driven solutions that Company X can implement to monitor and respond to risks effectively. (3 marks)

- g) Discuss the importance of cross-functional collaboration in managing supply chain risks in a global context. (3 marks)
- h) Recommend how Company X can foster better cross-functional collaboration to improve risk management. (3 marks)
- i) Summarize the key takeaways and lessons from this case study for Company X, emphasizing the importance of risk management and its impact on the company's international logistics operations. (3 marks)

QUESTION TWO (20 MARKS)

- a) Identify and describe at least three strategies that can enhance the efficiency and responsiveness of global supply chain operations. (6 marks)
- b) Identify the infrastructure requirements of each of the four transportation modes (air, sea, road, and rail) discussing the key elements and facilities necessary for each mode to function effectively (8 marks)
- c) Discuss the potential consequences of non-compliance to legal regulations in international logistics. (6 marks)

QUESTION THREE (20 MARKS)

- a) Explain the purpose and content of each of the following shipping documents required for international trade: Bill of Lading, Commercial Invoice, and Certificate of Origin. (6 marks)
- b) Identify key cultural differences and how they may impact decision-making in international logistics. (8 marks)
- c) Differentiate between supply chain disruptions and supply chain risks providing examples of each. (6 marks)

QUESTION FOUR (20 MARKS)

- a) Explain the one legal and two ethical considerations that are relevant in the field of international logistics. (6 marks)
- b) Identify and describe four emerging technologies and their impact on international logistics. (8 marks)
- c) Define the role of customs brokers in international logistics. (6 marks)

QUESTION FIVE (20 MARKS)

- a) Highlight key customs procedures in international logistics. (8 marks)
- b) Define the following technologies and explain how they enhance the efficiency, visibility, and collaboration within global supply chains:
 - i) Transportation Management Systems (TMS) (3 marks)
 - ii) Electronic Data Interchange (EDI) (3 marks)
- c) Explain the importance of international logistics (6 marks)