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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE BACHELOR OF PROCUREMENT & SUPPLY CHAIN
MANAGEMENT
KSL 2101 LOGISTICS MANAGEMENT**

Date:8TH August,2024
Time:8.30AM-10.30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Walmart's Integrated Logistics and Service Offerings

Walmart, established by Sam Walton in 1962, has grown into a global retail powerhouse offering a diverse range of goods and services through its extensive network of stores worldwide. Initially focusing on providing affordable retail products, Walmart has expanded its offerings to include groceries, electronics, apparel, and various services. Walmart's logistics strategy is integral to its operations, ensuring the efficient management of inbound and outbound logistics. The company coordinates closely with suppliers to streamline the flow of products into its distribution centres, employing advanced tracking systems to monitor shipments and optimize inventory levels. This meticulous approach supports Walmart's ability to maintain ample stock and meet consumer demand promptly across its stores.

Walmart leverages robust logistics and supply chain management practices to enhance efficiency and profitability. By implementing sophisticated inventory management systems and utilizing data analytics, Walmart improves inventory accuracy, reduces costs associated with stockouts, and enhances overall operational agility. These efforts contribute to Walmart's reputation for delivering quality products at competitive prices, thereby strengthening customer loyalty and market competitiveness.

Motivated by objectives such as cost containment, sustainability, and customer satisfaction, Walmart emphasizes effective reverse logistics management. The company has developed comprehensive systems to handle product returns efficiently. This strategic focus not only optimizes operational efficiency but also aligns with Walmart's commitment to environmental stewardship by reducing the environmental impact of its operations. Walmart employs various metrics to measure customer service performance, including customer satisfaction surveys, feedback mechanisms, and operational key performance indicators (KPIs). This customer-centric approach underscores Walmart's dedication to providing exceptional service and maintaining strong relationships with its customers.

Balancing warehousing and transportation costs is a critical aspect of Walmart's logistics strategy. The company strategically locates its distribution centres to minimize transportation distances and costs while ensuring sufficient inventory levels to meet consumer demand efficiently. This strategic alignment enables Walmart to optimize its supply chain operations, maintain competitive pricing, and support its extensive

product offerings across diverse market segments. Walmart utilizes various methods of unitization, including palletization, shrink wrapping, and standardized containers, to streamline logistics operations and enhance efficiency in handling and transporting goods. These methods contribute to minimizing operational complexities and ensuring product integrity throughout Walmart's extensive supply chain network

- a) Which metrics can Walmart use to measure the performance of their customer service. (6 Marks)
- b) How does Walmart benefit from utilizing methods like palletization, shrink wrapping, and standardized containers to streamline logistics operations? (6 Marks)
- c) Explain the trade-offs between warehousing and transportation costs in Walmart's logistics strategy. (6 Marks)
- d) What considerations does Walmart take into account when planning vehicle routing and scheduling programs? (6 Marks)
- e) Explain the various documents that Walmart uses in its inbound logistics activities. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Explain the key reasons why organizations should regularly perform logistics audits. (6 Marks)
- b) Zawadi Company Ltd has recently introduced the Supply Chain Department and appointed you to the position of Logistics Manager. Evaluate the roles and responsibilities expected of you in this new role. (6 Marks)
- c) Outline the operational objectives that logistics aim to achieve within the framework of supply chain management detailing how these objectives play a critical role in enhancing organizational performance. (8 Marks)

QUESTION THREE (20 MARKS)

- a) What are the disadvantages associated with utilizing Third-Party Logistics (3PL) providers in supply chain management? (6 Marks)
- b) Discuss the various areas that should be evaluated during logistics audit within a firm. (6 Marks)
- c) To achieve its objectives, logistics must closely interface with other functions of the organization. Examine the interface between logistics and production functions. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) The adoption of Just-In-Time (JIT) reduces warehousing costs in organizations; however, Kenyan firms have been slow to embrace this concept. Analyse the factors contributing to this reluctance. (6 Marks)
- b) In modern logistics, transport sustainability is a crucial focus area. Discuss the characteristics that define a sustainable transportation system. (6 Marks)
- c) Price analysis in logistics involves evaluating and comparing the costs of logistics services like transportation, warehousing, and inventory management to ensure competitiveness and reasonableness. Explain the tools that can be used for conducting price analysis. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Provide examples of reverse logistics processes and activities, including a specific activity for each process. (6 Marks)
- b) In the context of today's competitive and customer-centric market environment, discuss the benefits of measuring customer service performance. (6 Marks)
- c) Explain the importance of logistics performance reporting and its impact on organizational effectiveness and decision-making. (8 Marks)