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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 1st August, 2022
Time: 11.30am –1.30pm

KPS 403 - INTERNATIONAL LOGISTICS MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

The Indian consumer durable industry has emerged strongly. Televisions contribute the maximum share followed by refrigerators, washing machines and air conditioners. Mohini Electronics LTD(MEL) is an Indian subsidiary of a world-renowned consumer electronic company having a presence in 65 countries. The Indian company was set up in 1994. Over the last few years, the consumer electronic division had shown a growth of 26%. MEL is very aggressive on the new product front. It has so far launched 12 new models in colour TV and six models in home appliances. MEL was the 1st company in the consumer durable industry to introduce the logistics Management across its markets. The underlying philosophy is that it is good to innovate on the process rather than functions. A shift was made from “Inventory made to stock” to “Inventory made to order”. They developed their distribution network for better control on the customer service and the inventory in the pipeline. The company also introduced better packaging facilities which ensured products reach customers in good condition. MEL has the lowest logistics cost as the percentage of sales.

In 1998, due to rapid increase in operations, MEL experienced problems in data storage and analysis capabilities of the system then in operations. The order cycle time took 40days. There are multiple information re-entry and updating points. To shorten the order cycle time, MEL invested in outsourcing the custom built automated order processing software package and made modifications in the supporting systems. The new system facilitated online order processing, resulting in a marked improvement on the customer service and demand management fronts. It also hired the Fourth party logistics service provider to oversee and manage the whole supply chain on their behalf.

- a) Highlight five benefits of an effective logistics management to Mohini Electronic Limited.
(5Marks)
- b) List five possible distribution networks developed by MEL.
(5Marks)

- c) Outline five factors that MEL considered when designing its distribution network. (5Marks)
- d) Outline two types of packaging used by company (2Marks)
- e) Highlight five advantages of outsourcing to MEL. (5Marks)
- f) Outline five benefits of the application of the information communication technology to the company. (5Marks)
- g) List three functions performed by the Fourth party Logistics (3Marks)

QUESTION TWO (20 MARKS)

- a) Explain five roles of logistics in a distribution channel. (10 Marks)
- b) Highlight five advantages of containerization as a means of transport (10 Marks)

QUESTION THREE (20 MARKS)

- a) International logistics management involves planning and managing the flow of goods and products across many countries. Outline five ways in which international logistics differs from national logistics (10 Marks)
- b) Discuss five factors to be considered in selection of a distribution channel (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Identify and explain five information and communication technology (ICT) tools used in logistics management (10 Marks)
- b) Highlight five benefits of consumer and industrial packaging (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain five importance of distribution to the economy (10 Marks)
- b) Explain five documents used in international trade (10 Marks)