

**UGANDA MARTYRS UNIVERSITY  
FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION AND MGT  
YEAR III EVENING QUOTA III FINAL EXAMINATIONS 2018**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**INSTRUCTIONS**

- All questions carry equal marks
  - Attempt any FOUR (4) questions. Section A is Compulsory.
  - Time Allowed; 3 hours
  - Any form of cheating will lead to automatic disqualification
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**Section A  
Answer Both Questions**

**Case Analysis: ‘Oil and Gas Forum gives Logistics Players Marketing Platform’**

More than 800,000 tonnes of equipment is expected to be transported to the Albertine oil region as Uganda seeks to produce first oil by 2020 thus presenting a huge opportunity for the freight and logistics industry. This comes after the launch of the Front End Engineering Design (FEED) for the crude export pipeline from Hoima to the Port of Tanga in Tanzania and the same for Nwoya and Buliisa exploration areas. In order to prepare for this opportunity, players in both the freight and logistics industry the Uganda Freight Forwarders Association (UFFA) and Uganda Chamber of Mines and Petroleum (UCMP), are jointly organizing an inaugural regional Logistics EXPO and the 3rd Annual Oil & Gas Convention in Kampala. With more than 1,000 delegates expected from across the world, the symposium will present an opportunity for joint-venture partnerships within the logistics industry, between local players and their large international counterparts to build the capacity needed to serve the oil industry. ‘The need to join forces and define strategic economic interventions that can spur sustained economic growth in Uganda’, Said the outgoing chairperson of the UFFA.

She added that, “Both the logistics and oil industries believe that transforming Uganda into a regional logistics hub will significantly help the country attain its middle income aspirations,” She added. “It’s only natural that being the main organization in transport and logistics, the UFFA takes the lead in championing the call for Uganda’s transformation into a logistics hub”, Says one of the Board Member of the Private Sector Foundation Uganda (PSFU). Another one partner of the event added that, “Uganda’s key sectors of agriculture, manufacturing, mining and very soon oil, require transportation of large quantities of freight of low to medium value.” To further the same note, “This has compelled the PSFU to establish the National Logistics Platform, with support from Trademark East Africa that seeks to develop a comprehensive strategy to enhance the logistics industry.” Using the knowledge you have acquired in this course, advice on question one (1) and two (2):

**Question One**

- a) What is a 'National Logistics Platform'? (3 marks)
- b) How do you think joint logistics partnerships will spur sustained economic growth in Uganda? (12 marks)
- c) Briefly describe challenges that might be faced by such a partnership. (10 marks)

**Total 25 Marks**

**Question Two**

- a) What is a 'Logistic Strategy'? (2 marks)
- b) With relevant examples, point the various partner stakeholders highlighted in the case and their presumed roles. (13 marks)
- c) Explore the critical factors to be considered in designing a Logistics Strategy. (10 marks)

**Total 25 Marks**

**Section B**  
**Choose any TWO Questions**

**Question Three**

- a) Define the terms 'Supply Chain Management'? (4 marks)
- b) With locally generated examples, discuss the elements of logistics managers ought to consider to maximums performance. (14 marks)
- c) Briefly describe the Rights of logistics and their implications. (7 marks)

**Total 25 Marks**

**Question Four**

- a) What do you understand by the term 'Physical Distribution Management'? (3 marks)
- b) Using appropriate examples, examine principal components of physical distribution management. (16 marks)
- c) Explore the key pitfalls of physical distribution management? (6 Marks)

**Total 25 Marks**

**Question Five**

- a) What is 'Logistics Planning'? (2 marks)
- b) With ordinary examples, examine the critical success factors for logistics planning one has to bear in mind optimize performance (15 marks)
- c) Briefly point out the challenges of logistics planning. (8 marks)

**Total 25 Marks**

**Question Six**

Briefly describe the following concepts as used in Logistics and Supply Chain Management:

- a) Collaborative Logistics (3 marks)
- b) Downstream Supply Chain (4 marks)
- c) Total Distribution Management (3 marks)
- d) Bullwhip Effect (3 marks)
- e) Consolidation (3 marks)
- f) Cross-Docking (3 marks)
- g) Supply Chain Integration (3 marks)
- h) Physical Supply (3 marks)

**Total 25 Marks**

-----*Good Luck*-----