

UGANDA MARTYRS UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION AND MANAGEMENT
BBAM I & II END OF SEMESTER EXAMINATION
Pro 3204: Logistics and Supply Chain Management

Date: Tuesday 30th April, 2014

Time: 9.00am-12.00noon

Instructions

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1. Number is compulsory
 2. Answer any three questions in all
 3. DO NOT WRITE ON THIS QUESTION PAPER
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Question one (compulsory)

CASE STUDY:

The main goal of Uganda Clays Ltd is to deliver products to its customers. Traditionally, these activities are described either as goods or services. Then Uganda Clays Ltd manufacturers make tangible goods while others in the region provide intangible ones. But at the heart of Uganda Clays Ltd operations is create and deliver the products. These operations take a variety of inputs and convert them into desired outputs. The inputs include; raw materials, components, people, equipment, information, money, and other resources. Operations include; manufacturing, serving, transporting, selling, and training. The main outputs are goods and services (Waters, 2003). Increasingly, Uganda Clays Ltd is looking at logistics and supply chain and recognizing it from being just another operational variable but as a function, which is uniquely placed within organizations to manage the interrelationships of all the factors which affect the flow of both information and goods necessary to fulfill orders. This flow begins when the customer decides to place an order and ends when the order is fulfilled and monies are collected (Gattorna, 1990). And this process has to be managed; taking into account the principles of logistics excellence and deliberate recognition of the changes that affect the critical function of logistics & supply chain management has to receive careful attention.

After completion of your Bachelor of Business Administration and Management (Procurement), you have been appointed a Logistics and Supplies Chain Manager of Uganda Clays Ltd, a company that operates in Eastern Uganda in the core business of distribution of modified clay products.

You have been requested by the Managing Director (MD) of Uganda Clays Ltd to update him about the new trends in Logistics and Supply Chain Management, his company needs to be aware of that could influence logistics as well as the key principles for logistics efficiency. In addition to this specific request, you are to create extensive awareness of the role of Logistics and Supply Chain Management in business organization.

Required:

- a. Define logistics management to the Managing Director of Uganda Clays Ltd. **(2marks)**
- b. Show what you would include as the objectives of logistics management to the MD of Uganda Clays Ltd. **(5marks)**
- c. Prepare a brief on key inbound logistics activities that the MD should be aware of his endeavor to improve logistics. **(6marks)**

- d. What would you include in your report as the trends that have affected logistics to the senior team of Uganda Clays Ltd? **(10marks)**
- e. Show what you would include in your report to the MD as the fundamentals principles of logistics excellence. **(10 marks)**
- f. Define the features of supply chain management. **(7marks)**

Question two

- a. Justify the need for packing in logistics and supply chain management. **(12marks)**
- b. Using your expert knowledge of logistics and supply chain management, advice on why should containerization is regarded as a good practice in organizations. **(8marks)**

Question three

Most Business Managers in 20th century consider customer care and service as one of the best ways to achieve their competitiveness. As a smart student who has completed studies in Logistics and Supply Chain Management,

- a. Describe any six elements/aspects of customer services companies can practice **(6marks)**
- b. Describe the key efficient elements that can ensure order fulfillment in customer service **(8marks)**
- c. What would be the benefits to companies if customer care is well handled **(8marks)**

Question four

Selecting a mode of transport is a key function in logistics management. There are a number of various modes that can be used and each has its own advantages and disadvantages and it's for this that sometimes intermodal transport is resorted to as the best compromise position.

- a. What is intermodal transport? **(2marks)**
- b. Outline any five modes of transport. **(5marks)**
- c. Describe at least any four advantages and four disadvantages of air transport **(8marks)**
- d. Describe any five security concerns logistics key players must be aware of while carrying out their transportation duties **(5marks)**

Question five

- a. What type of inventories would you recommend to be kept by an organization? **(6marks)**
- b. What the main reasons for the companies to hold stock **(8marks)**
- c. Briefly explain the acquisitions costs of inventory management. **(6marks)**

Question six

- a. Define INCOTERMS and clearly illustrate their relevance to you as an international logistics specialist, be sure to give relevant examples and illustrations. **(10marks)**
- b. Explain any three functions of lading in International Logistics **(6marks)**
- c. Mention any other four documents used in International logistics **(5marks)**