

**UGANDA MARTYRS UNIVERSITY**  
**FACULTY OF BUSINESS ADMINISTRATION AND**  
**MANAGEMENT**

**LOGISTICS & SUPPLY CHAIN MANAGEMENT**  
**(SUPPLEMENTARY/ SPECIAL)**

**Examination**

**2013 - 2014**

**BAM III – NKOZI CAMPUS**

**Date: 12<sup>th</sup>/ 08/ 2014**

**Time allowed: 3 hours**

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**Instructions**

1. Do not write anything on the question paper
  2. Attempt four questions in all
  3. Question one is compulsory
  4. Only 3 question in part B should be attempted. Each of the questions in part B carry equal marks
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## **SECTION A – COMPULSORY**

### **Question one**

- a. Using illustrations and any product of your choice, distinguish between upstream and downstream flows in the supply chain. **(8marks)**
- b. Organizations intending to successfully manage, their supply chains need to undertake a number of activities. As a supply chain specialist, discuss these activities. **(12marks)**
- c. Explain the challenges faced by supply chain managers while managing their supply chains. **(8marks)**
- d. What are the possible ways in which an organization could cut costs of their logistics operations to take advantage over its competitors? **(12marks)**

## **SECTION B**

### **Question two**

A product is not of much use to a customer if it is not available when and where it is wanted by the customer. This calls for a distribution channel system to be in place to ensure that the desired product is delivered to the intended customer. In view of the above:

- a. Define the term 'distribution'. **(2marks)**
- b. Discuss the principle functions that must be performed in a distribution channel by the channel members **(10marks)**
- c. Ideally, channel members work towards the same goal of distributing products profitably and efficiently. However, conflicts may arise as the best method for attaining this goal. Bearing in mind the above observations, discuss factors the channel members should consider in order to minimize perpetual channel costs **(8marks)**

### **Question three**

- a. Discuss advantages and disadvantages of intermodal transportation **(10marks)**
- b. Giving examples, demonstrate how product and customer service characteristics influence the choice of the transportation mode adopted **(10marks)**

### **Question four**

- a. Explain the need for international logistics **(4marks)**
- b. Clearly illustrate the relevance of Inco-terms to you as an international logistics specialist. **(10marks)**
- c. Explain any three of the C-TERMS giving relevant examples, **(6 marks)**

### **Question five**

- a. Explain the importance of customer care management in logistics and supply chain management (10marks)
- b. What are some of the factors that can lead to improved customer care in business organizations? (10marks)

**Question six**

- a. Define the terms EDI and ERP (6 marks)
- b. Briefly explain some of the benefits of the above terms as they are used in business practices (14 marks)