



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DIPLOMA IN BUSINESS MANAGEMENT

DBP 1213 – LOGISTICS AND SUPPLY CHAIN MANGMENT

DURATION: 2 HOURS

DATE: 14TH DECEMBER, 2017

TIME: 2.00 – 4.00 P.M.

Instructions to Candidates:

1. Answer **Question 1** and **Any Other Two** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION ONE - COMPULSORY

QUESTION ONE

- a) How has EDI (Electronic data change) impacted on value chain (10 marks)
- b) Explain six imperatives for the growth of supply chain? (12marks)
- c) Discuss the major trends in supply chain management (8 marks)

SECTION TWO – ANSWER ANY TWO QUESTIONS

QUESTION TWO

- a) Discuss seven environmental factors influencing management attitudes towards customer service? (14 marks)
- b) A complete customer service is necessary to address unclear or changing demands, what should a complete customer service accomplish in order to address the unclear or changing demands (6 marks)

QUESTION THREE

- (a) Explain six determinants of Buyer supplier relationships? (12 marks)
- (b) Explain four outcomes attributes resulting in faster supply chain (8 marks)

QUESTION FOUR

- (a) Evaluation of suppliers is often termed as unstructured decision problem, discuss six reasons for this? (12 marks)
- (b) What are the elements of Analytic hierarchy process (A H P) based on multiple criteria decision making process? (8 marks)