



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

TVET EXAMINATION

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN
SUPPLY CHAIN MANAGEMENT

BUS/CU/SC/CR/03/6 – DISTRIBUTION OF STORED GOODS

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other three questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS (40 MARKS)

1. Discuss any three importance of physical distribution system. (6 marks)
2. State the steps used in locating prospective customers. (5 marks)
3. Discuss the functions of distribution channels. (6 marks)
4. State the participants involved in distribution channels. (3 marks)
5. Explain five factors determining choice of channels of distribution. (10 marks)
6. Discuss any five modes of transport. (10marks)

SECTION B – ANSWER ANY THREE QUESTIONS (60 MARKS)

7. a) Discuss five types of logistics costs. (10 marks)
b) Explain five ways on how to reduce logistics costs. (10 marks)
8. a) Explain five factors to consider when choosing the best type of ownerships. (10 marks)
b) Discuss any five capabilities of a good route planning system. (10 marks)
9. a) Discuss any five importance of customer mapping. (10 marks)
b) Explain any five types of customer journey maps. (10 marks)
10. a) Explain five sources of customer prospecting (10 marks)
b) Explain any five terms contained in a bill of lading contract. (10 marks)