



FACULTY OF MANAGEMENT AND ADMINISTRATION

Third year Marketing Final Examination

COURSE TITLE: DISTRIBUTION and LOGISTICS

SEMESTER ONE: November 2014

TIME ALLOCATED: 3HOURS

LECTURER: A.M.Gumbo

INSTRUCTIONS

Section A - Answer all questions

Section B- Choose and answer any TWO essay questions.

Credit will be given for logical, systematic and neat presentations.

Anyone caught cheating will be disqualified

Section A: Answer all questions from this section. Mark allocations are as indicated in brackets.

1. List four main issues /elements that are covered under Distribution and Logistics [4]
2. Define Logistics and Distribution Management to show what the course is all about? [3]
3. Name and briefly illustrate three most common channels of distributing products to end user. [3]
4. What is the purpose or value of establishing depots and warehouses in the process of distribution? [2]
5. One of the major decisions in D& L is where to locate a warehouse /depots. Name five factors that should be considered in the decision [5]
6. What is the major difference between a warehouse and a depot in terms of their functions in distribution. [3]
7. Which two of the five primary activities in a business value-addition chain as identified by Michael Porter correspond to “Purchasing & Materials Management” AND “Distribution and Logistics” ? [2]
8. What do we call the allocation of letters and numbers to different items in a Warehouse /Stores that facilitate quick and easy identification of the items? [1]
9. What are “ Demurrage” charges as used in transport logistics? [2]
10. Give two advantages and two disadvantages of the railway mode of transportation in transport logistics. [2]
11. What do the letters E.O.Q stand for and what does this concept mean in “Purchasing”? [2]
12. What is the main objective of a good D. & L. System? [2]
13. List any two disadvantages of using third party distributors in a distribution chain. [2]
14. Give three purposes / uses of packaging in D & L and briefly explain each of them. [3]
15. Explain the gist of the 80-20 Pareto principle and show how it is used to decide how to apply the ABC ‘Selective’ inventory system. [3]
16. Why is it necessary to control levels of stock in a warehouse? [2]
17. Why do we prefer to use codes to identify goods/materials in the Stores department? [2]
18. Differentiate between and explain ‘selective’ and ‘exclusive’ distribution. [2]
19. What is ‘obsolescence’ in Warehouse management? [2]
20. Name four approaches to (or methods of) valuing stock for the year-end Balance sheet in a Warehouse. [1]

Section B: Choose and answer any two essay questions.

1. In considering appropriate transport logistics , a business firm chooses from a variety of transportation options. What different modes of transport are there and what are the advantages and disadvantages of each mode. [25]
2. Discuss the “end-of-year” stock taking procedure right from the preparations through to stock valuation. [25]
3. Discuss the roles and functions of “Wholesalers” and “Retailers” in a distribution channel. How can manufacturers motivate these intermediaries to facilitate their co-operation. [25]
4. Outline the common three channels of distributing products available to a manufacturer/marketer. For each of these what are the advantages and disadvantages?

END OF PAPER