



FACULTY OF MANAGEMENT AND ADMINISTRATION

Third year Marketing Final Examination

COURSE TITLE: DISTRIBUTION AND LOGISTICS MKT 301

SEMESTER ONE: November 2013

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. Mark allocations are as indicated.

- 1) Define the terms (a)logistics (b)Distribution [3]
- 2) What is “obsolescence” in stores/warehouse? management [1]
- 3) What are the issues/factors that are addressed in stock/inventory management? [2]
- 4) Why is it almost always necessary to keep inventory in developing countries [2]
- 5) What are the factors considered when choosing a transportation mode? [5]
- 6) Why is Quality of raw materials particularly important in manufacturing operations? [2]
- 7) Draw the value chain model and explain briefly the value addition at each of the five stages [5]
- 8) What is the meaning of expediting as used in in-bound logistics? [1]
- 9) Explain the following abbreviations:
a) CIF (b) FOB (c)FOR [3]
10. How is quality defined by the British Standards Association [2]
11. Identify the two main types of stock-taking [2]
12. Give 2 examples of **lifting equipment** that is used in a warehouse. [2]
13. Name any 4 factors that should be considered when planning the location of a warehouse . [4]

14. Name (in full) one selective inventory control method covered in your course. [1]
15. Explain the 80-20 **Pareto principle** and its implication for stock/inventory control. [2]
16. Give one advantage and one disadvantage of using the periodic review method. [2]
17. Explain “value enhancement” as a reason for holding stocks and give an example of a product or material that increases in value when stored for a long time [2]
18. What is the general purpose of a distribution network? [2]
19. Name three types of distribution channels covered in your course [3]
20. Why is it necessary to control levels of stock in a Stores or warehouse [2]
21. What are “demurrage” charges as used in Distribution and Logistics? [2]

SUB-TOTAL-----50MKS.

SECTION B: Choose and answer any TWO questions from this section. Each full question carries **25**marks.

1. What functions do depots and warehouses serve in the process of Distributing goods? What is the difference between Central warehouse distribution and Decentralized distribution?
2. What is inventory/stock control? Using any one system of stock control, show how it is exercised in distribution and logistics?
3. Discuss transportation logistics in distributing materials clearly outlining the advantages and disadvantages of each mode of transport.

END OF PAPER