**Subject:** Logistics and Supply Chain Management

**Maximum Time Allowed:** 3 hours

**Instructions**: Do not write on any part of the exam paper. All rough work should be done in your answer booklet. All questions carry equal marks. You are required to answer only FOUR questions.

Question 1

Shortening of product life cycles [12.5] and increased turbulence and volatility [12.5], are changing trends in the business and supply chain environment. Discuss each trend in detail. [25]

Question 2

Supporting with relevant examples or scenarios, evaluate the impact of logistics on the return on investment (ROI) of a firm. [25]

Question 3

Evaluate the contribution of logistics and supply chain management in creating competitive advantage for the organization. [25]

Question 4

a. Examine the four (4) customer types using the Customer Profitability Matrix. Describe how each customer type can be successfully managed. [20]

b. Explain the economic order quantity, describing how it can be computed and its criticism. [5]

Question 5

Discuss the logistics management mission in deal, and evaluate the goals of the logistics system. [25]

Question 6

What are some of the benefits of outsourcing to the organization? Discuss any five (5), supporting with relevant examples. [25]