

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE  
OF MASTER OF PROCUREMENT AND LOGISTICS MANAGEMENT**

**MPLM 818: INTERNATIONAL PROCUREMENT AND LOGISTICS MANAGEMENT**

**STREAMS: MPLM**

**TIME: 3 HOURS**

**DAY/DATE: WEDNESDAY 14/07/2021**

**02.30 P.M. – 5.30 P.M.**

**INSTRUCTIONS: Answer question one (compulsory) and any other two questions**

**Logistics case study**

The transportation sector that moves passengers still relies on the employees to manage their transit routes, schedules, dispatching, billing and reporting. The labor intensive increases especially for the transportation management that is demand responsive. In this case the vehicles are not on fixed routes. This is especially for emergency transportation, commercial fleet management and non-emergency transportation.

ABC, a transportation company, is now turning to logistics software's to automate transport, scheduling, routing and billing upon trip requests, vehicle availability and customer location. This aims at minimizing the total cost of ownership by maximizing the efficiency of vehicle use and trip routes. Companies are now using ICT to reduce the amount of carbon emissions and energy use. They are using computerized data management systems to automate route scheduling and routing. Dispatchers are now able to assign routes automatically and instantly send schedule changes of vehicles.

Required:

- (a) Discuss FOUR FIVE benefits that ABC company derives from application of data management system in its logistics network. (10 marks)
- (b) Explain THREE logistics strategies that could instantly reduce the amount of carbon emitted by its transport system. (10 marks)

- (c) ABC is planning to overhaul its fleet of vehicles and replace them with electric vehicles.  
Discuss the viability of this strategy in the firm. (10 marks)

**QUESTION TWO**

Discuss the key decision levels that need to be addressed for transportation to make its greatest impact in the integrated supply chain. (20 marks)

**QUESTION THREE**

- (a) Explain the main challenges faced by transport managers today. (10 marks)  
(b) State and explain the economic drivers of transportation cost. (10 marks)

**QUESTION FOUR**

- (a) Define the term logistics positioning and major role in the logistics system. (10 marks)  
(b) Using relevant examples, discuss how a logistical manager can use IT/ICT tools in improving its logistics operations performance. (10 marks)
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