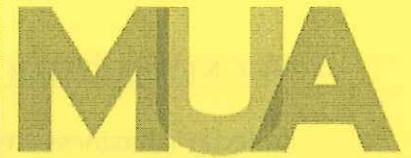


The Chartered
Institute of Logistics
and Transport

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT

(CILT) EXAMINATIONS IN COLABORATION WITH

MANAGEMENT UNIVERSITY OF AFRICA

ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT

FLEET, FREIGHT AND PASSENGER TRANSPORT MANAGEMENT

DATE: 20TH FEB 2018

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

The case study is compulsory and you are to attempt any three other questions

THE NEW LOGISTICS TRENDS IN SUPPORT OF RETAIL

In today's business environment business, rules are little more than guidelines that drive the company. If the sales processes are used properly, they can be instruments for competitive advantage, which will enable the company to be more innovative, more productive, more quickly able to react to market changes as well as successfully collaborating with employees, partners and customers. The importance of business rules for the operation must not be neglected. Today, there are new and accelerating logistics trends that positively affect sales. Yet, despite this, it is obvious that some large enterprises' staff still use outdated, rigid and inappropriate applications. Transportation and logistics represents one of the key factors for the development of a country's trade and encourage economic development and connection with the world's economic trends. Therefore, there is a need to analyse the emerging logistics trends and understand their role and importance in the process of sales, as a condition for the development of sales at a macro and micro level.

Computerization, globalization and internationalization have led to drastic changes in retailing. These processes result in the acceleration of retail processes, creating new distribution channels and revenue growth in the local retail trade, as well as globally. Globalization and the changing dynamics of the industry, has forced retail businesses to review their business strategy and to implement new technological solutions to improve customer service. Greatest impact on the development of retail in the past decade, thanks to the constant development of new technologies, has been logistics. The use of new technologies in labelling and identifying goods is conducive to faster electronic receipt, labelling and sales. The new technology depends on labelling goods with bar codes or radio frequency identification (RFID) tags that allows further full automation of trade processes, particularly in the transport, storage and supply of goods.

(Adapted from the article "The new logistics trends in support of retail" by Drasko Atanasoski ; Snezana Bardarova)

Required

- a) With relevant examples from Kenya, discuss reasons why retailers have not performed well despite the new logistics trends being available.

(15marks)

- b) Discuss the implications to the players in retailing industry after the entry of foreign retailers like Choppies and Carrefour into the Kenyan market in regard to their more developed logistical trends. (10 marks)

Question two

Explain the different types of e-retailing available through online portals and their different types of functionality offered to consumers. (9 Marks)

- (b) Africa is reported to account for about 2% of global GDP and 3% of the global retail market. What can you attribute this low GDP to? (6 Marks)

Question three

Discuss the typical benefits a retailer can enjoy by introducing warehouse management systems. (15marks)

Question four

Contrast between routing and scheduling as applied in freight transport. (15marks)

Question five

Examine the demand factors driving the customer buying patterns both nationally and globally. (15marks)

Question six

Explain the role of public transport and its positive effects on society. (15marks)

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