



**The Co-operative University of Kenya**  
**END OF SEMESTER EXAMINATION DECEMBER-2016**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**  
**(YR III SEM II)**

**UNIT CODE: HBM 2304**

**UNIT TITLE: MARKETING LOGISTICS**

**DATE: 20<sup>TH</sup> DECEMBER, 2016**

**TIME: 2:00 PM – 4:00 PM**

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**INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

- (a) Marketing logistics has gained a lot importance in the recent years. Elaborate using appropriate examples (8 marks)
- (b) Explain using suitable examples the general and specific objectives of the marketing logistics. (8 marks)
- (c) Describe the scope of the marketing logistics using appropriate examples (8 marks)
- (d) Using appropriate examples describe the marketing and logistics interface (6 marks)

**QUESTION TWO**

- (a) There are various factors that can be considered for the selections of international carrier. Explain using appropriate examples these factors (10 marks)
- (b) Transportation service characteristics affecting customer service level need to be carefully considered. Explain these characteristics (10 marks)

**QUESTION THREE**

- (a) An important consideration when formulating channel policy is the degree of market exposure sought by the company. Explain the various choices available using relevant examples (10 marks)
- (b) Transportation service characteristics affecting customer service level need to be carefully considered. Explain (10 marks)

**QUESTION FOUR**

- (a) Explain the role of retailing and wholesaling in marketing logistics (10 marks)
- (b) Pricing strategy is dynamic in nature and should reflect changing condition in competition as well as the market. Overall price strategies follow six step model. Elaborate using appropriate examples (10 marks)

**QUESTION FIVE**

- (a) Explain using suitable examples the essential elements of personal selling. (10 marks)
- (b) Systems thinking are a fundamental aspect of logistics. Elaborate using appropriate examples (10 marks)