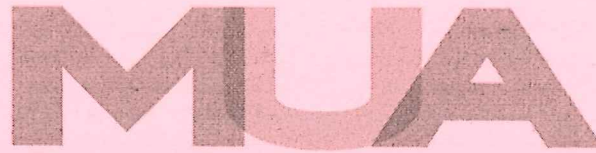


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DEGREE OF BACHELOR OF COMMERCE**

**MKT 314:    MARKETING LOGISTICS**

**DATE:        2<sup>ND</sup> APRIL 2025**

**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**

**Read the Case Study below carefully and answer the questions that follow:**

Marketing teams play a pivotal role in providing invaluable insights into various aspects of consumer behavior, market dynamics, and evolving trends that directly impact the forecasting and planning processes within logistics and supply chain management. Marketing teams conduct thorough research and analysis to understand the preferences, needs, and desires of consumers. Through techniques such as surveys, focus groups, and market segmentation, they gather data on factors influencing purchasing decisions, such as product features, pricing, and brand perception. By sharing these insights with supply chain management, they enable a deeper understanding of the demand landscape and help identify which products are likely to be in high demand.

**Market Trends Evaluation:** Marketing teams continuously monitor market trends, including shifts in consumer preferences, emerging technologies, competitive activities, and industry developments. By tracking these trends, they provide valuable intelligence to supply chain management, allowing them to anticipate changes in demand patterns and adjust their strategies accordingly. For example, if a new product category gains popularity among consumers, marketing teams can alert supply chain managers to ramp up production or adjust inventory levels to meet the expected increase in demand.

Through analysis of historical sales data, marketing teams identify demand patterns and seasonal fluctuations in consumer purchasing behavior. By recognizing recurring patterns, such as peak sales periods or promotional events, they help supply chain managers anticipate demand surges and plan production, procurement, and distribution activities accordingly. This ensures that sufficient inventory levels are maintained to meet customer needs during peak demand periods while minimizing excess inventory during slower periods. Marketing teams collaborate closely with supply chain management to ensure that demand forecasts align with marketing

strategies and initiatives. For example, if a marketing campaign is planned to promote a new product launch or a seasonal promotion, marketing teams provide input on the expected impact on demand. By integrating marketing insights into the forecasting process, supply chain managers can adjust production schedules, inventory levels, and distribution plans to support marketing objectives and capitalize on potential sales opportunities.

By aligning forecasts with marketing strategies, supply chain decisions can be optimized to meet anticipated demand effectively. For instance, if marketing teams forecast a surge in demand for a particular product due to a promotional campaign, supply chain managers can adjust production schedules, allocate resources, and optimize transportation routes to ensure timely delivery and fulfillment of customer orders. This alignment enables supply chain operations to be more responsive, agile, and cost-effective, thereby enhancing overall business performance and customer satisfaction.

In essence, the collaboration between marketing and supply chain management ensures that strategic decisions are informed by a comprehensive understanding of consumer preferences, market trends, and demand patterns, leading to more effective forecasting, planning, and execution of supply chain activities.

**Required:**

In the reference to the above case study

- a) Explain the concept of marketing logistics and outline its key objectives and scope within modern business operations. (5 marks)
- b) Outline the role of marketing logistics planning in modern business operations (5 marks)
- c) Discuss the various strategies and methodologies used to examine the most efficient ways to deliver value through marketing logistics (5 marks)
- d) list unique challenges and opportunities associated with incorporating personal selling into logistical planning and execution (5 marks)

- e) Illustrate five key decisions involved in personal selling within marketing logistics  
(5 marks)

### QUESTION TWO

- a) Discuss the role of physical distribution in ensuring efficient and effective delivery of products to customers (10 marks)
- b) Demonstrate how companies leverage technology and data analytics to optimize their supply chain operations and improve decision-making processes  
(5 marks)

### QUESTION THREE

- a) Describe the 5 key activities involved in managing a supply chain, from sourcing raw materials to delivering finished products to customers (10 marks)
- b) Explain the decisions that businesses need to make when managing their supply chains, and how these decisions impact factors such as cost, quality, and customer satisfaction (5 marks)

### QUESTION FOUR

- a) Discuss ways in which businesses leverage technology and innovation to enhance the delivery of customer service and offer innovative value-added services that meet evolving customer needs and preferences (7 marks)
- b) Describe the key elements of effective customer service, and how do they contribute to building strong customer relationships and loyalty (8 marks)

**QUESTION FIVE**

- (a) Discuss how velocity of inventory have been increased in some industries throughout the supply chain (10 marks)
- b) Differentiate between materials management and physical supply (5 marks)

**QUESTION SIX**

- a) Illustrate the various ways that inventory management contribute to optimizing supply chain performance and achieving cost efficiencies (10 marks)
- b) Analyze the impact of intermediaries like freight forwarders and clearing agents in supply chain visibility. (5 marks)

