

The  
Management  
University  
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**POST GRADUATE UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**

**LSO 501: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**DATE: 30<sup>TH</sup> MARCH 2026**

**DURATION: 3 HOURS**

**MAXIMUM MARKS: 60**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE is compulsory**.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 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:**

### **EAGLE DISTRIBUTION AND SUPPLY CHAIN**

Eagle distribution is established with channel flows linking buyers and sellers on a global scale because its activities and logistics have made it possible for transactions to take place across international borders. Thus, it has a growth rate of 4.55% in the last five years worldwide. In 2024 it generated a total of 85 million dollars. Such is its importance that its internal problems rarely affect the operation within the entire supply chain, highlighting its relationship with the other agents in the chain and the rate of returns they handle on the products shipped. In reference to traditional channel, specialized retail markets have a greater preference for these and resist the entry of modern retailing channels.

Demand forecasting is a tool that estimates the future sales of a product. It is essential for production planning, distribution, and marketing. There are various methods used for, including qualitative techniques such as market research, expert opinions, and quantitative approaches like time series analysis, regression analysis, and econometric modeling. In distribution, it helps to determine the quantity of products to transport to each point of sale to meet demand. Accurate demand forecasting is crucial for optimizing inventory levels, managing logistics, and ensuring efficient supply chain operations.

Product returns is a problem that affects directly distributors, generating economic losses, fluctuations in inventories and difficulties in coordinating flows. Proper management of information among the members of the chain is key to avoid unnecessary returns. Difficulty in estimating demand affects key performance indicators, such as the rate of returns. Strategies such as having multiple sales channels and direct attention to customers and retailers by distributors have been shown to reduce these rates. Eagle

Distribution-retail pricing is influenced by retail chain decisions, generating value differences. Returns are related to storage costs and profitability, with policies addressing omnichannel returns management and customer service being necessary

**Required:**

- a) As a consultant Analyse information technology tools that can be adopted to improve the logistic and supply chain in reference to the case study **(10 marks)**
- b) From the case study Supply chain management aims to provide right supplies at the right time , explain five core principles on the relevance **(10 marks)**
- c) Managing transport in the urban areas has become one of the most significant challenges of the twenty-first century. Evaluate five measures to solve the challenges of transport in developing countries. **(10 marks)**

**QUESTION TWO**

- a) Organizations will need to develop appropriate programmes to mitigate and manage risk, explain how Uncertainty and Risk in global supply chain and logistics can be managed **(10 marks)**
- b) Containerization has the basic objective of increasing handling and transport efficiency. Analyse the concept of containerization in supply chain

**(5 marks)**

**QUESTION THREE**

a) Reverse logistics presents significant challenges and implications for supply chain management Examine five challenges

**(10 marks)**

b) Analyse the concept of multi-Modalism logistics and its benefits giving examples of multi-Modalism

**(5 marks)**

#### **QUESTION FOUR**

a) Elaborate five factors influencing freight costs that are the responsibility of logistics managers in bringing down costs

**(10 marks)**

b) Analyze the major drivers for use of a third party in distribution management.

**(5  
marks)**