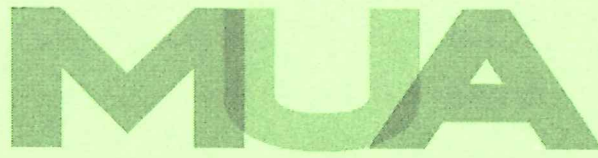


The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP/
BACHELOR OF COMMERCE

MKT 314: MARKETING LOGISTICS

DATE: 2ND AUGUST 2024

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 1

Read the case study below and answer the questions that follow

STRECHED M&S RETAIL EMPIRE

In June 1997 M&S's retail empire stretched to 651 locations across 31 Countries, although its power base was its home market in the UK. It was the UK's leading retailer of lingerie, men's suits and classic-styled ladies outerwear, shoes and jeans. The company readily acknowledged that its achievements owed much to long-standing partnerships with its leading suppliers. M&S designed most of its clothes in-house, before putting the designs forward to favoured The manufacturers provided dedicated facilities for M&S, who required suppliers to refrain from bidding for work from other clients. The close partnership arrangements also alleviated the need for M&S to allocate resources of its own to technological research and development activities. Instead, the retailer relied on its trusted suppliers to put forward their most recent innovations - often allowing M&S exclusive access to technological breakthroughs. Decades of experience had taught the suppliers that their reward for servicing such a demanding client was a culture of continuous improvement within their businesses, and the loyalty of M&S through good times and bad.

The physical distribution of merchandise had been outsourced for decades to specialist suppliers. The UK was the hub of all distribution activities, but the retailer was keen to improve the efficiency of these operations. It was also aware that it could not continue to service its international retail network solely from the UK. The UK-centric sourcing and supply strategy was inhibiting the development of the business in Asia and the Pacific.

M&S still officially encouraged its suppliers to source in the UK, enabling it to maintain its 'buy British' marketing stance. However, the suppliers were struggling to remain price-competitive. Some had opted to supply at least a proportion of M&S's orders from overseas facilities. They would buy in virtually finished goods produced in low-cost manufacturing centres such as China, then ship them to the UK for finishing. Some of the consignment would then be returned to the region of origin for sale. The round trip lengthened the delay before goods appeared in the

shops, and in some instances added as much as £14 to an item that cost only £4 to make.

Required:

- a) Examine the various marketing logistics decisions M&S management is faced with. (8 Marks)
- b) Evaluate how various personal selling methods will contribute to the success of marketing logistics at M&S (12 Marks)
- c) M&S use various channels to distribute products across the world. Suggest the various steps they need to use to arrive at the right channel for distribution (5 Marks)

QUESTION TWO

- a) Examine the critical role played by retailers in Marketing logistics (5 Marks)
- b) Evaluate how you would increase customer satisfaction through value-added logistics (5 Marks)
- c) Determine in which ways physical distribution is integrated with marketing logistics (5 Marks)

QUESTION THREE

- a) Evaluate how the increase in air transport has contributed to improvements in marketing (6 Marks)
- b) Compare and contrast Domestic supply chain management and global supply chain management. (9 Marks)

QUESTION FOUR

- a) When selecting international transport system there are a number of factors that must be considered. Explain how each of the various factors affects choice of freight (6 Marks)
- b) Examine the main key issues involved in managing marketing logistics (9 Marks)

QUESTION FIVE

- a) Examine the four Fundamental dimensions of customer services in marketing logistics: **(8 Marks)**
- b) Discuss the symptoms of poor inventory management: **(7 Marks)**

QUESTION SIX

- a) Evaluate the various levels of operations involved in processing of materials in a warehouse for logistical dispatch. **(9 Marks)**
- b) Examine the main catalyst of the growth of international marketing logistics **(6 Marks)**