



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN  
LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**LOGISTICS AND CUSTOMER SERVICE**

**HLSM 403**

**PART 4 SEMESTER 1 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: JULY 2022**

**TIME: 3 HOURS**

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**INSTRUCTIONS**

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Evaluate how Information Technology helps enhance the level of customer service in logistics. (25)
2. Using examples examine the main costs associated with quality in a company of your choice. (25)
3. Explain any five actions the logistics companies can make to improve their social responsibility to customers. (25)
4. Examine how the “house of quality” can be used to improve the level of customer service in a logistics company of your choice. (25)
5. Discuss what companies can do to improve the level of customer service in a competitive business environment.
6. Discuss any five ways used to measure customer service. (25)

*End of Paper*