



REFORMED CHURCH UNIVERSITY

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 2021

Time: 3 Hours

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. Discuss the significance of the quality deployment function in logistics and customer service of an organization of your choice. (25)
2. Using examples, explain how the components of customer service influence customers' decisions in the logistics industry. (25)
3. Using relevant examples discuss the SCOR model in relation to logistics and customer service. (25)
4. Using examples discuss the concept of centric evolution in logistics and customer service. (25)
5. Examine the relationship between the six rights and customer satisfaction in the logistics industry. (25)
6. Analyse the role played by ICT to improve SERVQUAL level in the logistics industry. (25)

End of paper