

SULIT



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENDIDIKAN POLITEKNIK
KEMENTERIAN PENDIDIKAN TINGGI**

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2016

DPP5033: PHYSICAL DISTRIBUTION MANAGEMENT

TARIKH : 31 OKTOBER 2016

MASA : 8.30 AM - 10.30 AM (2 JAM)

Kertas ini mengandungi **EMPAT (4)** halaman bercetak.

Esei (4 soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

QUESTION 2

- CLO2
C2
- a) Explain **TWO (2)** alternative channels in physical distribution activities as stated below:
- i) Manufacturer - to - retail
 - ii) Direct deliveries
- [10 marks]

- CLO2
C3
- b) Explain **THREE (3)** designs of distribution channel as follows:
- i) Set and coordinate distribution objectives
 - ii) Specify the distribution tasks
 - iii) Develop alternative channel structures
- [15 marks]

QUESTION 3

- CLO2
C2
- a) Explain the facility consideration in physical distribution activities. [10 marks]

- CLO2
C3
- b) Explain the functions of **THREE (3)** types of Distribution Management Centre as stated below:
- i) Central Distribution Centre
 - ii) National Distribution Centre
 - iii) Local Distribution Centre
- [15 marks]

QUESTION 4

- CLO3
C4
- a) Explain the international distribution management. [10 marks]
- CLO2
C4
- b) Analyze the international transportation and warehousing function in managing global distribution networks. [15 marks]

SOALAN TAMAT