

SULIT

PP603: INTRODUCTION TO LOGISTIC

ESSAY: 100 MARKS

ESEI: 100 MARKAH

INSTRUCTION:

This section consists of **FOUR (4)** essay questions. Answer **ALL**.

**ARAHAN:**

*Bahagian ini mengandungi EMPAT (4) soalan esei. Jawab SEMUA soalan.*

**QUESTION 1**

**SOALAN 1**

- CLO1  
C1
- (a) Define logistics.
- Berikan definisi logistik.*
- (5 marks)  
(5 markah)
- CLO1  
C2
- (b) Describe the importance of logistics towards country economic development.
- Jelaskan kepentingan logistik terhadap perkembangan ekonomi negara.*
- (10 marks)  
(10 markah)
- CLO1  
C3
- (c) Illustrate the importance of customer service in logistics activities.
- Terangkan kepentingan layanan pelanggan di dalam aktiviti logistik.*
- (10 marks)  
(10 markah)

SULIT

**POLITEKNIK**  
Jabatan Pengajian Politeknik

BAHAGIAN PEPERIKSAAN DAN PENILAIAN  
JABATAN PENGAJIAN POLITEKNIK  
KEMENTERIAN PENGAJIAN TINGGI

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR  
SESI DISEMBER 2012

PP603: INTRODUCTION TO LOGISTICS

TARIKH : 22 APRIL 2013  
TEMPOH : 2 JAM ( 2.30 PM - 4.30 PM )

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Kertas ini mengandungi **LIMA (5)** halaman bercetak.  
Esei: 4 soalan  
Dokumen sokongan yang disertakan : Tiada

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**JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN**

(CLO yang tertera hanya sebagai rujukan)

SULIT

- CLO1  
C1 (c) Describe the relationship between service and cost.

*Jelaskan hubungan di antara perkhidmatan dan kos.*

(3 marks)  
(3 markah)

**QUESTION 3**

**SOALAN 3**

- CLO3  
C2 (a) Explain the importance of warehousing in activities of logistics.

*Jelaskan kepentingan pergudangan didalam aktiviti logistik.*

(10 marks)  
(10 markah)

- CLO3  
C2 (b) Analyze **THREE (3)** types of warehouse.

*Bincangkan TIGA (3) jenis gudang.*

(15 marks)  
(15 markah)

**QUESTION 2**

**SOALAN 2**

- CLO1  
C2 (a) Describe **TWO (2)** importances of customer service.

*Jelaskan DUA (2) kepentingan perkhidmatan pelanggan*

(10 marks)  
(10 markah)

- CLO1  
C2 (b) Sales-service relationship can be examined by using several methods. Rewrite all methods below:

*Hubungan perkhidmatan-jualan boleh diukur dengan menggunakan beberapa cara. Jelaskan semula cara di bawah:*

- i. two points methods  
*cara dua titik*

(3 marks)  
(3 markah)

- ii. before-after experiments  
*kajian sebelum-selepas*

(3 marks)  
(3 markah)

- iii. game playing  
*game playing*

(3 marks)  
(3 markah)

- iv. buyers surveys  
*kajian pembeli*

(3 marks)  
(3 markah)

## QUESTION 4

## SOALAN 4

- CLO2  
C4 (a) There are **THREE (3)** relevant costs in identifying inventory control features.  
Point out the relevant cost involves.

*Terdapat TIGA (3) kos yang berkaitan dalam mengenal pasti ciri-ciri kawalan inventori. Kenalpasti kos berkaitan yang terlibat.*

(15 marks)

(15 markah)

(16

- CLO2  
C4 (b) Differentiate between consumer packaging and industrial packaging.

*Bezakan di antara pembungkusan pelanggan dan pembungkusan industri.*

(5 marks)

(5 markah)

- CLO2  
C4 (c) Explain **TWO (2)** types of material handling.

*Terangkan DUA (2) jenis pengendalian bahan.*

(5 marks)

(5 markah)

SOALAN TAMAT