

SULIT



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI
KEMENTERIAN PENDIDIKAN MALAYSIA**

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2019

DPP5033 : PHYSICAL DISTRIBUTION MANAGEMENT

TARIKH : 30 OKTOBER 2019

MASA : 8.30 PAGI – 10.30 PAGI (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

INSTRUCTION:

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

QUESTION 1CLO1
C1

a) Physical distribution is part of logistics activity.

i. Describe physical distribution. [5 marks]

ii. Identify **TWO (2)** importances of physical distribution towards supply chain activities.

[5 marks]

CLO1
C2

b) Distributor is a 'business that does not manufacture its own products but purchase and resell these products'.

i. Describe **TWO (2)** characteristics of the wholesale distributor. [5 marks]

ii. Identify **FOUR (4)** roles of distribution function. [10 marks]

QUESTION 2

- CLO2
C1 a) Describe **manufacturer-to-retail (indirect)** channel alternatives in physical distribution activities. [5 marks]
- CLO2
C2 b) Differentiate between short channel and long channel by using any **TWO (2)** types of characteristics. [10 marks]
- CLO2
C3 c) Discuss any **TWO (2)** benefits of intermediaries in distribution activities. [10 marks]

QUESTION 3

- CLO2
C2 a) Explain any **TWO (2)** network design issues. [5 marks]
- CLO2
C3 b) Interpret the inventory replenishment planning process. [10 marks]
- CLO2
C4 c) Differentiate the following Distribution Management Centre: [10 marks]
- i. Central Distribution Centre
 - ii. Regional Distribution Centre

QUESTION 4

- CLO3
C2 a) Describe forces of globalization. [5 marks]
- CLO3
C3 b) Interpret the global strategies in international distribution. [10 marks]
- CLO3
C4 c) Managing the global distribution network is a vital part in international distribution. As a player in this industry, compare the situation in international transportation and domestic transportation. [10 marks]

SOALAN TAMAT