

**SULIT**



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN  
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI  
KEMENTERIAN PENGAJIAN TINGGI**

**JABATAN PERDAGANGAN**

**PENILAIAN ALTERNATIF BERIKUTAN  
PELAKSANAAN PERINTAH KAWALAN BERSYARAT**

**SESI JUN 2020  
DPM30053 : SALES MANAGEMENT**

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**NAMA PENYELARAS KURSUS: UMI KALTHOM BTEABDULLAH**

**KAEDAH PENILAIAN : PEPERIKSAAN ONLINE**

**JENIS PENILAIAN : SOALAN ESEI BERSTRUKTUR  
(2 SOALAN)**

**TARIKH PENILAIAN : 02/01/2021**

**TEMPOH PENILAIAN : (1 JAM)**

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**LARANGAN TERHADAP PLAGIARISM (AKTA 174)**

**PELAJAR TIDAK BOLEH MEMPLAGIAT APA-APA IDEA, PENULISAN, DATA  
ATAU CIPTAAN ORANG LAIN. PLAGIAT ADALAH SALAH SATU  
PENYELEWENGAN AKADEMIK. SEKIRANYA PELAJAR DIBUKTIKAN  
MELAKUKAN PLAGIARISM, PENILAIAN BAGI KURSUS BERKENAAN AKAN  
DIMANSUHKAN DAN DIBERI GRED F DENGAN NILAI MATA 0.**

**(RUJUK BUKU ARAHAN-ARAHAN PEPERIKSAAN DAN KAEDAH PENILAIAN (Diploma) EDISI 6, JUN 2019,  
KLAUSA 17.3)**

**SECTION A : 50 MARKS**  
**BAHAGIAN A : 50 MARKAH**

**INSTRUCTION:**

This section consists of **TWO (2)** structured essay questions. Answer **ALL** question.

**ARAHAN:**

*Bahagian ini mengandungi **DUA (2)** soalan esei berstruktur. Jawab **SEMUA** soalan.*

**QUESTION 1**

**SOALAN 1**

CLO1  
C3

- (a) Since working from home has become a new norm during the pandemic, many companies are also turning to their own Web sites to advertise job openings and allow candidates to apply on-line. Demonstrate **THREE (3)** external sources for effective salesperson recruitment in the new norm.

*Bekerja dari rumah menjadi norma baru ketika dilanda wabak, banyak syarikat telah beralih ke laman web mereka sendiri untuk mengiklankan pekerjaan dan membenarkan calon memohon secara atas talian.*

*Demonstrasikan **TIGA (3)** sumber-sumber pengambilan pekerja jualan yang berkesan dalam norma hari ini.*

[12marks]

[12markah]

## (b) Adverstiment of XYZ PTD. LTD.

**SALES REPRESENTATIVE (entry level)**

**XYZ PTD LTD** leading manufacturer of window treatment products has an immediate opening for a sales representative. This entry-level position will be responsible for servicing our retail accounts in the Penang area. Duties include setting up and maintaining displays, counting stock, writing orders, and training in-store sales clerks.

The Ideal Candidate Will Have A Marketing Or Business Degree.  
 Skills: Proficient in written and spoken English and Bahasa Malaysia, Good communication and presentation skills.

Language requirements:  
 English –good  
 Bahasa Malaysia-very good

XYZ PTD LTD offers an Excellent Salary, Bonus, car, Complete Benefits Package Including Profit Sharing and Career Opportunities.  
 Send Resume Including Salary Requirement to:  
 Madam Lucia A. Fitzgomez.



**XYZ PTD. LTD.**  
 P.O BOX 282  
 181 STAR STREET

**Figure 1: Advertisement of XYZ PTD. LTD. COMPANY**

Based on the advertisement in Figure 1, answer **ALL** the questions below :

*Berdasarkan iklan di atas, rajah 1, jawab SEMUA soalan di bawah:*

CLO1  
C3

- i) Prepare the list of salesforce management process for **XYZ PTD LTD** company.

*Siapkan senarai bagi proses pengurusan tenaga jualan untuk syarikat XYZ Sdn Bhd.*

**[5markah]**

**[5 markah]**

- ii) Provide a list of job descriptions and the job specifications for XYZ PTD. LTD company.

*Berdasarkan iklan di atas, sediakan senarai mengenai keterangan dan spesifikasi pekerjaan bagi syarikat XYZ SDN.*

**[8 marks]**

**[8 markah]**

**QUESTION 2**  
**SOALAN 2**

CLO1  
C3

- (a) Ethical dilemmas are particularly common issues in selling because salespeople often have to make decisions in the field in response to customers' demands and competitive offers. Show **THREE (3)** ethical issues that can arise between salespeople and their customers on online shopping perspective.

*Dilema etika adalah masalah yang sering berlaku dalam penjualan kerana penjual sering terlibat untuk membuat keputusan ketika berhadapan dengan permintaan pelanggan dan tawaran dari pesaing. Tunjukkan **TIGA (3)** isu-isu etika yang boleh timbul di antara penjual dengan pelanggan mereka bagi perspektif membeli belah di dalam talian .*

**[10 marks]**  
**[10 markah]**

CLO1  
C3

- (b) Provide a brief description of the relevant matters under the Direct Selling Association of Malaysia Code Of Conduct (DSAM) below with suitable example:

*Berikan penerangan ringkas mengenai perkara-perkara yang berkaitan di bawah Tata Kelakuan Persatuan Jualan Langsung Malaysia (DSAM) seperti di bawah beserta contoh yang bersesuaian:*

- i) Deceptive or unlawful consumer or recruiting practices  
*Amalan menipu atau menyalahi undang-undang pengguna atau amalan pengambilan pekerja..*

**[5 marks]**  
**[5 markah]**

- ii) Product and services  
*Produk dan perkhidmatan*

**[5 marks]**  
**[5 markah]**

- iii) Terms of sales  
*Syarat-syarat penjualan.*

**[5 marks]**  
**[5 markah]**

**END OF QUESTIONS**  
**SOALAN TAMAT**