

**SULIT**



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

**JABATAN PERDAGANGAN**

**PENILAIAN ALTERNATIF**

**SESI DISEMBER 2020**

**DPM30053 : SALES MANAGEMENT**

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**NAMA PENYELARAS KURSUS : UMI KALTHOM BTEABDULLAH**

**KAEDAH PENILAIAN : PEPERIKSAAN ONLINE**

**JENIS PENILAIAN : SOALAN STRUKTUR (2 SOALAN)**

**TARIKH PENILAIAN : 2 JULAI 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)** subjective questions. Answer **ALL** questions.

**ARAHAN:**

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

**QUESTION 1**

**SOALAN 1**

- (a) As a Sales Manager of Y2Z Company, advertising job opening and allowing candidates to apply online have become new norms since pandemic. They practice using their own websites to attract applicants. This type of advertisement can attract a large number of applicants and may include candidates who are not seriously looking for a job. Examine **FOUR (4)** external sources for effective salesperson recruitment in line with new norms.

*Sebagai Pengurus Jualan di Syarikat Y2Z, mengiklankan jawatan kosong dan mengalukan calon mendaftar secara dalam talian menjadi norma baru sejak wabak. Mereka mengamalkan penggunaan laman web sendiri untuk menarik minat pemohon. Iklan dalam talian ini dapat menarik sebilangan besar pemohon dan mungkin termasuk calon yang tidak serius mencari pekerjaan. Kaji **EMPAT(4)** sumber pengambilan jurujual yang berkesan selaras dengan norma yang baru.*

[12marks]

[12markah]

CLO1  
C3

(b) Please refer to *figure 1* as below and answer all the related questions.

*Sila rujuk gambar 1 di bawah dan jawab semua soalan berkaitan.*

| Prospect list |                                       |      |    |                                    |                      |
|---------------|---------------------------------------|------|----|------------------------------------|----------------------|
| No            | Name                                  |      |    |                                    |                      |
| 1             | Muhammad Hafiz bin Azhar              | stui | 20 | Nurfadhilah binti Muhammad Suhaimi | worker               |
| 2             | Muhammad Aniq Wajdi Bin Shamsul Hazli | wor  | 21 | Zaiton binti Bachek                | government pensioner |
| 3             | Zulkefli bin Abu Ka Har               | wor  | 22 | Zaleha binti Bachek                | worker               |
| 4             | Umar Fady bin Mohammad Muhallim       | wor  | 23 | Nur Juma Irdina binti Noor Jihan   | student              |
| 5             | Nur Diyana husna Binti Sharudin       | stui | 24 | Nur Amirah binti Azhar             | worker               |
| 6             | Umairah binti Hamad Daud              | stui | 25 | Zaidi bin Bachek                   | worker               |
| 7             | Muhammad Irfan bin Dzahier            | wor  | 26 | Nur Faraheen Asyiqin binti Zamri   | student              |
| 8             | Nabila binti Latfi                    | adm  | 27 | Nurfadhila binti Mohammad Ali      | student              |
| 9             | Amina binti Ahwal                     | stui | 28 | Rabiatul Adawiyah binti Zawadod    | student              |
| 10            | Maulidatu Laiena binti Nazri          | stui | 29 | Nurul Paraain binti Saphie         | student              |
| 11            | Nurul Izzati binti Tajul Azhar        | stui | 30 | Nurul Izzati binti Rohaimi         | student              |
| 12            | Muhammad Hilmi bin Azhar              | wor  | 31 | Muhammad Fairus                    | worker               |
| 13            | Zuria Najjah binti Kamarulzaman       | wor  | 32 | Mohammad Fauzi bin Jelani          | worker               |
| 14            | Rohayu binti Bachek                   | hou  | 33 | Ibrahim bin Hussin                 | government pensioner |
| 15            | Nurul Yasmine binti Rosli             | wor  | 34 | Mohammad Zaidi bin Hasan           | worker               |
| 16            | Nurul Afiqah Natasha binti Yahya      | stui | 35 | Ahmad Syafie bin Salim             | worker               |
| 17            | Nurul Eliyana binti Yahya             | hou  | 36 | Basri bin Baba                     | worker               |
| 18            | Siti Adiba binti Mahasan              | stui | 37 | Azhar Bin Dollah                   | worker               |
| 19            | Nurhafizah binti Muhammad Suhaimi     | wor  | 38 | Noor Jihan bin Noor Fahmme         | worker               |
|               |                                       |      | 39 | Muhammad Suhaimi bin Abdul Rahman  | worker               |
|               |                                       |      | 40 | Yahya bin Arbi                     | worker               |

**Figure 1**

i) Apply your experience in sales practices to explain these matters:

*Sesuaikan pengalaman anda di dalam praktikal penjualan untuk menerangkan perkara ini:*

- a) Development of prospect profile [2marks]  
*Pembangunan profil prospek* [2markah]
- b) List of prospecting development. [2marks]  
*Pembangunan senarai prospek.* [2markah]
- c) Why you must look for new prospects, give a reason. [1marks]  
*Mengapa kamu perlu mencari prospek baru, berikan alasan* [1 markah]

ii) Provide the explanation of **FOUR (4)** sources that can be used by the company to obtain good prospects.

*Sediakan penerangan bagi EMPAT (4) sumber-sumber yang boleh digunakan untuk mendapatkan prospek-prospek yang baik.*

[8marks]

[8 markah]

CLO1  
C3

CLO1  
C3

**QUESTION 2****SOALAN 2**CLO1  
C3

- (a) Ethical dilemmas are common problems in sales because sales managers have to make decisions in various situations involving ethical dimensions. Expose **FIVE (5)** ethical issues that can arise as potential problems between salespeople and their customers.

*Dilema etika adalah masalah biasa dalam penjualan kerana pengurus penjualan harus membuat keputusan dalam pelbagai situasi yang melibatkan dimensi etika. Tunjukkan **LIMA (5)** masalah etika yang boleh timbul sebagai masalah yang berpotensi antara jurujual dan pelanggan mereka.*

[10 marks]  
[10 markah]

CLO1  
C3

- (b) Unable to meet the customers face to face during the outbreak, has led the agents to offer products online through lazada.com and Shopee Malls, even though the company has blocked them for disrupting market prices. Eventually, they were stripped of their status as agents by company.

The Direct Selling Association of Malaysia Code of Conduct (DSAM) is deeply committed to ensure the fair and ethical direct sales practices are complied while doing business in the market.

Provide an explanation for each relevant matters that stated below under the Direct Selling Association of Malaysia Code of Conduct (DSAM):

*Tidak dapat bertemu pelanggan secara langsung semasa wabak, menyebabkan para ejen menawarkan produk secara dalam talian melalui lazada.com dan Shopee Malls, walaupun syarikat itu telah menyekat mereka kerana mengganggu harga pasaran. Akhirnya, mereka dilucutkan status mereka sebagai ejen oleh syarikat itu.*

*Kod Tingkah Laku Persatuan Penjualan Langsung Malaysia (DSAM) sangat komited untuk memastikan amalan penjualan langsung yang adil dan beretika dipatuhi semasa menjalankan perniagaan di pasaran.*

*Berikan penjelasan untuk setiap perkara yang berkaitan yang dinyatakan di bawah di bawah Tata Kelakuan Persatuan Penjualan Langsung Malaysia (DSAM):*

- |      |   |                         |
|------|---|-------------------------|
| i)   | Pyramid schemes<br><i>Skim pyramid</i>                              | [5 marks]<br>[5 markah] |
| ii)  | Product and services<br><i>Produk dan perkhidmatan</i>              | [5 marks]<br>[5 markah] |
| iii) | Identification and privacy<br><i>Pengenalpastian dan kerahsiaan</i> | [5 marks]<br>[5 markah] |

### SOALAN TAMAT