

SULIT



**KEMENTERIAN PENDIDIKAN TINGGI
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI**

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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI I : 2024/2025

DPP30053 : FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT

TARIKH : 02 DISEMBER 2024

MASA : 8.30 PAGI - 10.30 PAGI (2 JAM)

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

Struktur (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)** structure questions. Answer **ALL** questions.

QUESTION 1

CLO1

- (a) i. State **FOUR (4)** parties in supply chain diagram. [4 marks]
- ii. Give **THREE (3)** importance of supply chain management in business activities. [6 marks]
- (b) Describe transactional marketing with appropriate example. [5 marks]
- (c) i. Identify **FOUR (4)** customer expectation related to logistical performance. [4 marks]
- ii. Recognize limitations of customer satisfaction. [6 marks]

QUESTION 2

CLO1

(a) Describe dimensions of product quality below :

- a. Features
- b. Conformance

[5 marks]

(b) i. Relate insourcing in the supply chain management.

[4 marks]

ii. Explain **THREE (3)** factors influencing insourcing decisions.

[6 marks]

(c) i. Explain Make-to-Order (MTO) manufacturing strategy in supply chain management.

[4 marks]

ii. Elaborate **TWO (2)** continuous improvement practices in manufacturing.

[6 marks]

QUESTION 3

CLO1

(a) Recognize **THREE (3)** key elements of forecasting process in supply chain.

[6 marks]

(b) Explain the techniques of forecasting for supply chain activities.

[9 marks]

(c) Forecasting components are the elements that influence demand prediction and sales. Elaborate forecasting components below:

- a) Base demand
- b) Seasonal
- c) Cyclic
- d) Trend
- e) Promotion

[10 marks]

QUESTION 4

CLO1

a) Indicate **FIVE (5)** types of supply chain relationships dependency.

[5 marks]

b) Explain steps in managing supply chain relationships.

[10 marks]

c) Elaborate global compliance in global supply chain.

[10 marks]

END OF QUESTION