

SULIT



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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

DISEMBER 2016

DPP5033: PHYSICAL DISTRIBUTION MANAGEMENT

TARIKH : 1 APRIL 2017

MASA : 8.30AM – 10.30 (2 JAM)

Kertas ini mengandungi **TIGA (3)** 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** the questions.

QUESTION 1

- | | | |
|------------|---|------------|
| CLO1
C2 | a) Explain physical distribution activities in logistics. | [10 marks] |
| CLO1
C2 | b) Explain the importance of physical distribution. | [15 marks] |

QUESTION 2

- | | | |
|------------|--|-----------|
| CLO1
C2 | a) Describe characteristics of the wholesale distributors in terms of: | |
| | i. Product acquisition | [5 marks] |
| | ii. Product movement | [5 marks] |
| CLO1
C2 | b) Describe the following types of wholesale distributor: | |
| | i. Merchant wholesaler | [5 marks] |
| | ii. Broker and agents | [5 marks] |
| | iii. Exporting and importing distributors | [5 marks] |

QUESTION 3CLO2
C3a) Examine **TWO (2)** alternatives channel in physical distribution activities as below:

i) Manufacturer - to – retail [5 marks]

ii) Direct deliveries [5 marks]

CLO2
C3b) Explain **FIVE (5)** benefits of intermediaries in distribution activities.

[15 marks]

QUESTION 4CLO2
C4a) Explain any **TWO (2)** factors that influence facility consideration in distribution operations planning.

[10 marks]

CLO2
C4b) Determine **FIVE (5)** activities that falls under product handling function.

[15 marks]

SOALAN TAMAT