

**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**

**DPP5033 : PHYSICAL DISTRIBUTION MANAGEMENT**

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**NAMA PENYELARAS KURSUS : AZMA HUSNAIZA BINTI ABDUL AZIZ**

**KAEDAH PENILAIAN : PEPERIKSAAN ONLINE**

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

**TARIKH PENILAIAN : 30 DISEMBER 2020**

**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)** essay questions. Answer all questions.

**QUESTION 1**

Your company is currently expanding its business into international market. Your product is non-perishable items which standardize product, inexpensive and the target market is not limited to a confined area. You are expecting to invest minimal amount of capital for facility at the beginning as you are not really familiar with the market. You are also planning to use an agent to help you to distribute your product to customers as the geographical area is an issue.

CLO2  
C4

(a) Analyze the suitable distribution channel that fits your business model.

[10 marks]

CLO2  
C4

(b) Based on your company situation, examine **THREE (3)** advantages of using intermediaries in distribution channel.

[15 marks]

**QUESTION 2**

Penthouse Sdn. Bhd. is planning to build their own distribution centre in order to cater the increasing demand from customers. In order to do so, they are currently searching for information about distribution centre. As a logistics consultant, you are required to assist them through this journey.

CLO2  
C4

(a) As a logistics consultant, you need to assist this company by explaining about distribution centre.

[5 marks]

CLO2  
C4

(b) Differentiate central distribution centre and regional distribution centre.

[20 marks]

**END OF QUESTIONS**