

**SULIT**



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

**JABATAN PERDAGANGAN**

**PENILAIAN ALTERNATIF**

**SESI 1 : 2021/2022**

**DPP40053 : INTRODUCTION TO LOGISTICS MANAGEMENT**

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

**KAEDAH PENILAIAN : PEPERIKSAAN ONLINE**

**JENIS PENILAIAN : SOALAN ESEI (4 SOALAN)**

**TARIKH PENILAIAN : 4 FEBRUARI 2022**

**TEMPOH PENILAIAN : 2 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: 100 MARKS****INSTRUCTION:**

This section consists of **FOUR (4)** essay questions. Answer **ALL** questions.

**QUESTION 1**CLO1  
C1

- (a) Describe any **TWO (2)** logistics organizational orientation. [5 marks]

CLO1  
C2

- (b) Elaborate the relationship of marketing mix in logistics. [10 marks]

CLO1  
C4

(c)

Logistics plays important roles in helping business expanding to foreign market. In order to succeed in international market, a business should be well prepared and determine the distribution channel strategies.

Assume that you are a logistics consultant for Piqa Frozen Foods Sdn Bhd, a company that supplies frozen local delicacies for local and overseas market. Discover any **TWO (2)** international distribution channel strategies that are suitable for the company.

[10 marks]

**QUESTION 2**

Globalization shows the emerging of variety modes of transportation. Each mode of transportation has its own characteristics and benefits. You are hired by Jewel Star to handle a shipment from Turkey to Malaysia. The shipment includes exclusive and expensive jewelry. It is a high risk shipment so the expected time to arrive must be in a short period.

CLO1  
C1

- (a) List any **FIVE (5)** types of transportation document involved for this shipment. [5 marks]

- CLO1  
C2 (b) Compare between sea and air transportation. [10 marks]
- CLO1  
C3 (c) Write any **TWO (2)** responsible authorities that involve directly and indirect along the journey of this shipment. [10 marks]

**QUESTION 3**

- CLO2  
C3 (a) Inventory classification will help a company in inventory planning activities. A company may have a proper schedule for its inventory replenishment based on its priority.  
Juice Boost is a company that sells variety of fresh juice prepared on the spot upon request by customers. With suitable examples and definition, examine **FOUR (4)** types of inventory involved for this business model. [10 marks]
- CLO2  
C3 (b) Activities in warehouse involve a lot of movements on material handling. Variety of material handling equipment are available such as forklift, conveyor, smart racking and others. Write any **FIVE (5)** benefits of automated material handling. [15 marks]

**QUESTION 4**

- CLO1  
C2 (a) Explain the following importances of warehouse:
- a. Seasonal production [2 marks]
  - b. Seasonal demand [2 marks]
  - c. Production in large scale [2 marks]
  - d. Price stabilization [2 marks]
  - e. Quick supply [2 marks]

CLO1  
C3

- (b) Your customer operates based on trends and current demand in the market. Based on past experience, peak period of having a pool of inventory are in June, July and August. Due to that, they do not invest in any warehouse technology to keep their inventory efficiently. Furthermore, your customer might shift their location based on demand in the market and they are planning to choose a public warehouse. As a warehouse operator, provide them with **FIVE (5)** related advantages of your warehouse to them. [15 marks]

**SOALAN TAMAT**