

SULIT



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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2017

DPP5033 : PHYSICAL DISTRIBUTION

TARIKH : 25 OKTOBER 2017

MASA : 2.30 PETANG - 4.30 PETANG (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 following roles of distribution function as below:
- i) Transportation [5 marks]
 - ii) Warehousing [5 marks]
 - iii) Market Logistics [5 marks]

QUESTION 2

- CLO1
C2
- a) Explain alternative channels in physical distribution activities as below:
- i) Manufacturer - to - retail [5 marks]
 - ii) Direct deliveries [5 marks]
- CLO1
C2
- b) Describe design of distribution channel as below:
- i) Set and coordinate distribution objectives [5 marks]
 - ii) Specify the distribution tasks [5 marks]
 - iii) Develop alternative channel structures [5 marks]

QUESTION 3

- CLO2
C3
- a) Interpret the facility consideration in physical distribution activities. [10 marks]
- CLO2
C3
- b) Explain the functions of Distribution Management Centre below:
- i) Central Distribution Centre [5 marks]
 - ii) National Distribution Centre [5 marks]
 - iii) Local Distribution Centre [5 marks]

QUESTION 4

- CLO2
C4
- a) Discuss the international distribution management. [10 marks]
- CLO2
C4
- b) Analyze FIVE (5) advantages in global strategies in international distribution. [15 marks]

SOALAN TAMAT