UNIVERSITI UTARA MALAYSIA

FINAL EXAM
FIRST SEMESTER SESSION 2009/2010

COURSE CODE/ NAME : BPMG 3113/LOGISTICS MANAGEMENT & TRANSPORTATION
DATE : 4 NOVEMBER 2009 (WEDNESDAY)
TIME : 8.30PM - 11.00PM (2½ HOURS)
VENUE : DMS

INSTRUCTION:
1. This exam paper contains FOUR (4) QUESTIONS in TWO (2) pages excluding the cover page.
2. Answer ALL the questions.

NO MATRIK: __________________________
MATRIC No: ________________ (dengan perkataan/in word) ________________ (dengan angka/in number)

No. KAD PENGENALAN: ________________
IDENTIFICATION CARD NO.
PENSYARAH: __________________________
LECTURER

KUMPULAN: ________________
GROUP

No. MEJA: ________________
TABLE No.

PLEASE DO NOT OPEN THIS QUESTION BOOKLET
UNTIL INSTRUCTED
ANSWER ALL QUESTIONS.

QUESTION 1
(a) Base on the Malaysia perspective, discuss how do improvements of logistics productivity affect the economy as a whole? 

(15 marks)

(b) Discuss THREE (3) roles of logistics related to the marketing efforts? Give examples.

(10 marks)

QUESTION 2
(a) Base on Malaysia perspective, discuss and give FIVE (5) reasons on how the sizes of the warehouses affect its efficiency and productivity? Give examples.

(15 marks)

(b) Base on Malaysia perspective, give THREE (3) reasons why that purchasing is taking on a more strategic role in organization? Give examples.

(10 marks)

QUESTION 3
(a) Give FIVE (5) suggestions with examples on how to avoid any pitfall of Supply Chain Management?

(10 marks)

(b) There are an increasing number of firms engaging in international marketing and distribution. Base on Malaysia perspective, give FIVE (5) factors with examples that influence these companies go global?

(15 marks)

QUESTION 4
(a) Base on the Malaysia perspective, discuss and name FIVE (5) of the challenges facing the logistics profession in the years ahead that you believe are the most significant?

(15 marks)
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(b) Based on your class Project Assignment, imagine if you are the Manager responsible for the improvements of the area at Logistics and Transportation Department, what are the improvements that you would implement to make the area better?

(10 marks)

End