UNIVERSITI UTARA MALAYSIA
PEPERIKSAAN AKHIR SEMESTER KEDUA SESI 2009/2010
FINAL EXAMINATION SECOND SEMESTER SESSION 2009/2010

KOD / NAMA KURSUS: BPMG3113/PENGURUSAN LOGISTIK DAN PENGANGKUTAN
COURSE CODE / NAME: BPMG3113/LOGISTICS AND TRANSPORT MANAGEMENT

TARIKH DATE: 23 APRIL 2010 (FRIDAY)
MASA TIME: 9.00 AM – 11.30 AM (2 ½ HOURS)
TEMPAT VENUE: DTSO

ARAHAN:
1. Skrip soalan ini mengandungi DUA (2) soalan di dalam DUA (2) halaman bercetak tidak termasuk kulit hadapan.
2. Calon dikehendaki menjawab SEMUA soalan dalam SKRIP JAWAPAN yang disediakan.
3. Calon adalah tertakluk di bawah TATACARA PERATURAN KESECUKANAN AKADEMIK UUM.

INSTRUCTION
1. This question script contains TWO (2) questions contained in TWO (2) pages excluding the cover page.
2. Candidates are required to answer ALL of the questions in the ANSWER SCRIPT provided.
3. Candidates are bound by UUM’S RULES AND PROCEDURES ON ACADEMIC FRAUD.

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JANGAN BUKA KERTAS PEPERIKSAAN INI SEHINGGA DIBERI ARAHAN
DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED

SULIT/CONFIDENTIAL
ESSAY QUESTIONS
INSTRUCTION: ALL QUESTIONS WILL BE BASED ON THE EXCERPT GIVEN.

ARAHAN: SEMUA SOALAN BERDASARKAN PETIKAN YANG DIBERIKAN

QUESTION 1

Physical Distribution Challenges
Companies are seeking to improve international logistics processes because of longer lead times, greater supply chain uncertainty, and increased business risk (Figure 1). The greatest handicap to logistics performance, according to two-thirds of firms, is the lack of visibility and metrics for managing overseas vendors and logistics service providers.
(New Strategies for Global Trade Management, March 2005.)

![Bar Chart]

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<th>Factor</th>
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<td>Lead times inhibiting our ability to respond to local market demand</td>
<td>62%</td>
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<tr>
<td>Product cost savings being eroded by unanticipated global supply chain costs</td>
<td>52%</td>
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<tr>
<td>Compliance and documentation errors causing delays, cost overruns, and regulatory risk</td>
<td>35%</td>
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Figure 1: Top Pressures Driving Companies to Improve International Logistics
Source: Aberdeen Group, January 2006

a) Discuss the critical factors in logistics that could improve the performances in logistics pipeline.

Bincangkan faktor – faktor kritikal dalam rangkaian logistik yang dapat menambah baik prestasi.

(20 markah/ marks)

b) Explain the logistics strategies to improve overall pipeline efficiencies.

Terangkan strategi logistik bagi menambah baik kecekapan rangkaian.

(20 markah/ marks)
c) Compare and contrast the significance of adopting technology and outsourcing in logistics management.

_Bandingkan signifikasi pengambil alihan teknologi dan kepakaran luar dalam pengurusan logistik._

(20 markah/ marks)

**QUESTION 2**

*Cost Challenges*

A parallel issue is cost control. “In our domestic supply chain, we can easily attribute freight costs and even understand the impact of truck fuel surcharges at a carton level,” says a retail international transportation director. “But on the international side, we were challenged to answer even basic questions such as, “What’s the average ocean freight spend per month, by lane?” Because we lacked integrated systems and normalized data.” Companies are finding that inadequate transportation spend visibility is leading to unanticipated budget inconsistency, unexpectedly low product margins, and, in some cases, higher rather than lower total costs when sourcing from low-cost countries. As Figure 2 shows, international transportation expense is the top area for budget inconsistency.

![Graph showing transportation expenses](image)

*Figure 2: Top Areas for Global Trade Budget Discrepancies*

*Source: AccentureGroup, January 2008*

a) Discuss plan of actions that could overcome cost challenges in domestic and international logistics market.

_Bincangkan pelan tindakan yang dapat mengatasi cabaran kos dalam pasaran logistik domestik dan antarabangsa._

(20 markah/ marks)

b) Explain sustainability factor in logistics management.

_Terangkan faktor berlanjut dalam pengurusan logistik._

(20 markah/ marks)

_The End_