

SULIT



**KEMENTERIAN PENDIDIKAN TINGGI
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI**

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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI I : 2024/2025

DPP30053 : FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT

TARIKH : 02 DISEMBER 2024

MASA : 8.30 PAGI - 10.30 PAGI (2 JAM)

Kertas ini mengandungi **EMPAT (4)** halaman bercetak.

Struktur (4 soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

STRUCTURED QUESTION (100 marks)**INSTRUCTION:**

This section consists of **FOUR (4)** structured questions.

Answer **ALL** questions.

CLO1

QUESTION 1

- a) i. State **FOUR (4)** parties in supply chain diagram. [4 marks]
- ii. Give **THREE (3)** importance of supply chain management in business activities. [6 marks]
- b) Describe transactional marketing with appropriate example. [5 marks]
- c) i. Identify **FOUR (4)** customer expectation related to logistical performance. [4 marks]
- ii. Recognize limitations of customer satisfaction. [6 marks]

CLO1

QUESTION 2

- a) Describe dimensions of product quality below :
- a. Features
 - b. Conformance
- [5 marks]
- b) i. Relate insourcing in the supply chain management.
- [4 marks]
- ii. Explain **THREE (3)** factors influencing insourcing decisions.
- [6 marks]
- c) i. Explain Make-to-Order (MTO) manufacturing strategy in supply chain management.
- [4 marks]
- ii. Elaborate **TWO (2)** continuous improvement practices in manufacturing.
- [6 marks]

QUESTION 3

CLO1

- a) Recognize **THREE (3)** key elements of forecasting process in supply chain.
- [6 marks]
- b) Explain the techniques of forecasting for supply chain activities.
- [9 marks]
- c) Forecasting components are the elements that influence demand prediction and sales. Elaborate forecasting components below:
- a) Base demand
 - b) Seasonal
 - c) Cyclic
 - d) Trend
 - e) Promotion
- [10 marks]

CLO1

QUESTION 4

- a) Indicate **FIVE (5)** types of supply chain relationships dependency. [5 marks]
- b) Explain steps in managing supply chain relationships. [10 marks]
- c) Elaborate global compliance in global supply chain. [10 marks]

END OF QUESTION