



**UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF INDUSTRIAL TECHNOLOGY**

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

COURSE CODE	: JLD 11103
COURSE TITLE	: FUNDAMENTALS OF LOGISTICS
PROGRAMME LEVEL	: DIPLOMA
DATE	: 20 MAY 2016
TIME	: 2.30 PM – 5.30 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
 2. This question paper is printed on both sides of the paper.
 3. This question paper consists of TWO (2) sections.
 4. Answer ALL questions in Section A. Choose THREE (3) questions in section B.
 5. Please write your answers on the answer booklet provided.
 6. Please answer all questions in English only.
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THERE ARE 3 PAGES OF QUESTIONS EXCLUDING THIS PAGE.

SECTION A (Total: 40 Marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Logistics is one of the "Utilities" we use every day in our lives. Just like water, electricity and the internet, the world will not go round without the support of logistics.

- (a) Explain the **FIVE (5)** major forms in utility and provide relevant examples.
(20 marks)

Question 2

Logistics is an intangible product which cannot be touch, hold, seen or taste. The service could only be experienced by the customer or the users. One of the best ways to retain customer as long as a logistics company works is by providing excellent "Customer Service" in almost all parts of daily operations.

- (a) Define the definition of customer services and relates to 4 P's.
(5 marks)
- (b) Distinguish the **THREE (3)** elements of customer service with appropriate examples.
(15 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer THREE (3) questions only.****Please use the answer booklet provided.****Question 1**

Warehouse is refer to that part of a firm's logistics system that stores products either raw materials, parts, or finished goods at and between points of origin and point of consumption, and transportation are substitutes for each other with warehousing having been referred as transportation at zero miles per hour.

- (a) Differentiate between public and private warehouse.
(10 marks)
- (b) Explain the functions of the warehouse and why warehouse is important to logistics.
(10 marks)

Question 2

Companies that enter global markets have few main channel strategies. Global sourcing also one of the strategies that companies go to globalization with minimal investment. Briefly discuss the **FIVE (5)** strategy companies go global includes the advantages.

(20 Marks)

Question 3

Transportation physically moves products from where they produce to where they are needed.

- (a) Differentiate the advantages and disadvantages of modes of transport of road and rail.

(20 marks)

Question 4

Supply chain management is the integration of business processes from end user through original suppliers that provide products services and information that add value to customer. Purchasing is responsible primarily for inbound, or upstream, channel activities, whereas logistics spans both inbound and outbound relationships and material flows.

- (a) Distinguish the **THREE (3)** types of purchasing

(5 marks)

- (b) Discuss the purchasing process and provide examples.

(15 marks)

END OF EXAMINATION PAPER