



PENINSULA
C O L L E G E
GEORGETOWN

TAKE HOME EXAMINATION

Student NRIC : _____

Student ID : _____

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|-------------|---|---|
| Programme | : | DIPLOMA IN LOGISTICS MANAGEMENT (MQA/FA9212) |
| Intake | : | MAY 2020 & SEPTEMBER 2020 |
| Course | : | LOGISTICS DISTRIBUTION MANAGEMENT |
| Course Code | : | DLM 2043 & DGLM 3033 |
| Duration | : | 3 hours |

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. Answer **ALL** questions in below.
3. Answers to the questions are to be written into own A4 sized papers.
4. Please write your NRIC number or student ID number on every page of your answer script. **Do NOT** write your name.
5. Please write page number on every page of your answer script.
6. Please **KEEP** the hardcopy of your answer script.
7. 1 mark will be deducted for every minute delay in submission after the 20 minutes lapse with maximum of 10 minutes delay is allowed.
8. Any late submission will **NOT** be accepted, 0 marks will be awarded.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 MARKS]

1. a) Draw the diagram of customer segmentation matrix and explain each segment. (15 marks)
- b) Discuss **TWO (2)** elements of order management in e-commerce that influences customer service. (10 marks)
2. a) Explain **THREE (3)** roles of transportation participants in e-commerce market with suitable examples. (9 marks)
- b) Discuss **FOUR (4)** applications of transport management system that useful for logistics service providers. (16 marks)
3. a) Discuss the **FOUR (4)** policies that relevant to inventory reduction strategy within the retail supply chain. (10 marks)
- b) Discuss **THREE (3)** implications of e-commerce towards final delivery operations. (15 marks)
4. a) Discuss **THREE (3)** reasons why physical distribution monitoring is so important in the retailing industry. (9 marks)
- b) Explain **FOUR (4)** principles of control system in logistics distribution by providing relevant examples. (16 marks)

- END OF QUESTIONS -