



## FINAL EXAMINATION

Semester	:	<b>SEPTEMBER 2024 SEMESTER</b>
Programme Name	:	<b>BSC (HONS) MARITIME BUSINESS AND LOGISTICS</b>
Course Code & Name	:	<b>MAL3013 INTERNATIONAL LOGISTICS MANAGEMENT</b>
Duration	:	<b>3 HOURS</b>

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1. Please read the instructions given in the question paper **CAREFULLY**.
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Answer **ANY THREE (3)** questions on the separate sheet provided. **[300 marks]**

1. Amazon is a top retail company in Europe that inspires businesses worldwide. The company has expanded its operations into the Asian market, targeting countries like Malaysia, Singapore, and Thailand. This expansion requires a comprehensive logistics strategy to ensure efficient distribution and customer satisfaction. Demonstrate **FOUR (4)** logistics management principles that Amazon used to streamline its supply chain operations. (100 marks)  
Total: [100 marks]
  
2. Efficient and effective multimodal transport service is crucial in international logistics, but various challenges hinder its seamless implementation.
  - a) Discuss **TWO (2)** significant challenges to achieving efficient multimodal transport services. (50 marks)
  
  - b) Propose **TWO (2)** actionable solutions for the challenges identified in question 2(a) to improve the system. (50 marks)  
Total: [100 marks]
  
3. You are the Chief Operations Officer of a multinational retail company planning to expand its operations to South Korea. Your task is to select the most suitable location for a new distribution centre. The decision is critical as it will impact the company's logistics efficiency and overall operational success.
  - a) Identify **TWO (2)** potential cities in South Korea for the new distribution centre with justification. (20 marks)
  
  - b) Explain **TWO (2)** key factors influencing the decision for each selected location from question 3(a). (80 marks)  
Total: [100 marks]
  
4. As the logistics manager of a humanitarian organisation, you are responsible for identifying an optimal site for a new humanitarian warehouse in Peninsula Malaysia. The warehouse will function as a key point for disaster response, disseminating emergency supplies across Malaysia and adjacent areas. You are evaluating three prospective locations: Northern Region, Southern Region and Central Region. The key factors, weights, and evaluation criteria are provided below.

Consider the following factors in your analysis: -

Factors	Weightage	Remarks
Proximity to Major Transportation Hubs	0.30	The location should have easy access to airports, seaports, and major highways for quick mobilization of aid to disaster-stricken areas.
Proximity to Disaster-Prone Areas	0.25	A location closer to high-risk areas allows for faster response times in emergencies, crucial for humanitarian operations.
Infrastructure Reliability	0.20	Reliable infrastructure, including roads and utilities, ensures that logistics operations run smoothly with minimal disruptions.

Labour Availability and Cost	0.15	The availability of skilled, affordable labor helps maintain efficient warehousing and logistics operations.
Storage Facility Costs	0.10	Lower facility costs help optimize budget allocations, particularly essential for non-profit humanitarian organizations.

Each factor should be scored as follows:

20 = Poor

40 = Below Average

60 = Average

80 = Above Average

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a) Using the factor-rating method and your critical thinking, assess and compare these locations to determine the most suitable area for the warehouse. (Construct the factor-rating table). (45 marks)

b) Based on your factor-rating analysis in question 4(a), identify the most appropriate region for the humanitarian warehouse with justification. (55 marks)

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2. Efficient and effective multimodal transport service is crucial in international logistics, but various challenges hinder its seamless implementation.
  - a) Discuss **TWO (2)** significant challenges to achieving efficient multimodal transport services. (50 marks)
  
  - b) Propose **TWO (2)** actionable solutions for the challenges identified in question 2(a) to improve the system. (50 marks)  
Total: [100 marks]
  
3. You are the Chief Operations Officer of a multinational retail company planning to expand its operations to South Korea. Your task is to select the most suitable location for a new distribution centre. The decision is critical as it will impact the company's logistics efficiency and overall operational success.
  - a) Identify **TWO (2)** potential cities in South Korea for the new distribution centre with justification. (20 marks)
  
  - b) Explain **TWO (2)** key factors influencing the decision for each selected location from question 3(a). (80 marks)  
Total: [100 marks]
  
4. As the logistics manager of a humanitarian organisation, you are responsible for identifying an optimal site for a new humanitarian warehouse in Peninsula Malaysia. The warehouse will function as a key point for disaster response, disseminating emergency supplies across Malaysia and adjacent areas. You are evaluating three prospective locations: Northern Region, Southern Region and Central Region. The key factors, weights, and evaluation criteria are provided below.

Consider the following factors in your analysis: -

Factors	Weightage	Remarks
Proximity to Major Transportation Hubs	0.30	The location should have easy access to airports, seaports, and major highways for quick mobilization of aid to disaster-stricken areas.
Proximity to Disaster-Prone Areas	0.25	A location closer to high-risk areas allows for faster response times in emergencies, crucial for humanitarian operations.
Infrastructure Reliability	0.20	Reliable infrastructure, including roads and utilities, ensures that logistics operations run smoothly with minimal disruptions.

Labour Availability and Cost	0.15	The availability of skilled, affordable labor helps maintain efficient warehousing and logistics operations.
Storage Facility Costs	0.10	Lower facility costs help optimize budget allocations, particularly essential for non-profit humanitarian organizations.

Each factor should be scored as follows:

20 = Poor

40 = Below Average

60 = Average

80 = Above Average

100 = Excellent

a) Using the factor-rating method and your critical thinking, assess and compare these locations to determine the most suitable area for the warehouse. (Construct the factor-rating table). (45 marks)

b) Based on your factor-rating analysis in question 4(a), identify the most appropriate region for the humanitarian warehouse with justification. (55 marks)

Total: [100 marks]

**- END OF QUESTIONS -**



## FINAL EXAMINATION

Semester	:	<b>SEPTEMBER 2024 SEMESTER</b>
Programme Name	:	<b>BSC (HONS) MARITIME BUSINESS AND LOGISTICS</b>
Course Code & Name	:	<b>MAL3013 INTERNATIONAL LOGISTICS MANAGEMENT</b>
Duration	:	<b>3 HOURS</b>

### INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ANY THREE (3) QUESTIONS** in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

### WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in 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 **ANY THREE (3)** questions on the separate sheet provided. **[300 marks]**

1. Amazon is a top retail company in Europe that inspires businesses worldwide. The company has expanded its operations into the Asian market, targeting countries like Malaysia, Singapore, and Thailand. This expansion requires a comprehensive logistics strategy to ensure efficient distribution and customer satisfaction. Demonstrate **FOUR (4)** logistics management principles that Amazon used to streamline its supply chain operations. (100 marks)  
Total: [100 marks]
  
2. Efficient and effective multimodal transport service is crucial in international logistics, but various challenges hinder its seamless implementation.
  - a) Discuss **TWO (2)** significant challenges to achieving efficient multimodal transport services. (50 marks)
  
  - b) Propose **TWO (2)** actionable solutions for the challenges identified in question 2(a) to improve the system. (50 marks)  
Total: [100 marks]
  
3. You are the Chief Operations Officer of a multinational retail company planning to expand its operations to South Korea. Your task is to select the most suitable location for a new distribution centre. The decision is critical as it will impact the company's logistics efficiency and overall operational success.
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Total: [100 marks]

**- END OF QUESTIONS -**