

KOLEJ UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY, FINANCE AND BUSINESS
ACADEMIC YEAR 2017/2018
APRIL/MAY EXAMINATION

ABDS3044 DISTRIBUTION MANAGEMENT

MONDAY, 23 APRIL 2018

TIME: 2.00 PM – 5.00 PM
(3 HOURS)

DIPLOMA IN BUSINESS STUDIES (INTERNATIONAL BUSINESS)
DIPLOMA IN BUSINESS STUDIES (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

Instructions to Candidates:

This paper is divided into TWO (2) sections:

SECTION A: Answer **ONE (1)** compulsory case study question. (25 marks)

SECTION B: Answer **THREE (3)** out of four (4) questions. (75 marks)

ABDS3044 DISTRIBUTION MANAGEMENT**SECTION A (25 marks)**

Answer ONE (1) compulsory case study question.

Question 1

Providing Automated United States (US) Distribution Along With Time Definite, White Glove Deliveries

SEKO Logistics Incorporated (Inc.) has been a trusted, reliable partner for Bailiwick Inc. since the first shipment in US shipments on time and in good condition. Bailiwick Inc. is a software provider that is a leading Information Technology (IT) partner for companies in North America. It executes 40,000 cabling, electrical and equipment installations annually while managing its customers' configuration of multi-million dollar asset inventories.

Therefore, the benefits of the SEKO Solution are it increases communication of moving times and dates of deliveries, automated generation of shipment information into the SEKO system, simple to use for daily click-and-print pre-generated bills of lading, 99.5% on-time execution of deliveries for clients in the United States, and reduces costs in service levels.

The Challenge

Bailiwick needed an automated solution that did not compromise its very strict customer requirements for time definite deliveries of their high value hardware and assets within the US.

The Solution

SEKO's custom tailored technology application automated the creation of daily pre-generated bills of lading, dramatically reducing the time required to process high volumes of extremely sensitive shipments. 99.5% on-time performance was maintained within the SEKO distribution network.

The Result

Bailiwick is able to free up time and resources to focus on improved customer service, and on flawless implementation of its high value IT hardware installations for new site builds. Customer satisfaction and retention is maintained as SEKO delivers on time, every time.

Source: Adapted and modified from *Providing automated US distribution along with time definite, white glove deliveries*, viewed on 22 March 2018, < <https://www.sekologistics.com/media/115602/>>.

Required:

- (a) Discuss TWO (2) delivery challenges that SEKO Logistics Inc. would face during the collaboration process with Bailiwick Inc. (10 marks)
- (b) Suggest FIVE (5) methods to improve the distribution of SEKO Logistics Inc. through the partnership with Bailiwick Inc. during deliveries. Provide appropriate examples to support your answer. (15 marks)

[Total: 25 marks]

ABDS3044 DISTRIBUTION MANAGEMENT**SECTION B (75 marks)**

Answer **THREE (3)** out of four (4) questions.

Question 2

- (a) Describe **TWO (2)** types of costs in physical distribution control. (9 marks)
 - (b) Suppliers are chosen based on performance criteria. Describe the common criteria in a supplier selection decision. (16 marks)
- [Total: 25 marks]

Question 3

- (a) Explain the legal aspects of moving goods using international trade documents during distribution abroad. (10 marks)
 - (b) Discuss the legal requirement of using major official documents in physical distribution. Provide relevant examples to support your answer. (15 marks)
- [Total: 25 marks]

Question 4

- (a) Discuss **FIVE (5)** functions of a freight forwarder during local transport arrangements. (15 marks)
 - (b) Examine **FIVE (5)** advantages of hiring a distributor compared to a retailer. (10 marks)
- [Total: 25 marks]

Question 5

- (a) Discuss the contribution of e-procurement in physical distribution. (15 marks)
 - (b) Provide **FIVE (5)** type of carrier liabilities for goods to a shipping company. (10 marks)
- [Total: 25 marks]