Question 1
a. Define the Bullwhip Effect.
[5 marks]

b. Illustrate the approaches to deal with bullwhip effects with suitable examples.
[20 marks]

Question 2
a. Compare the traditional supply chain and modern world supply chain.
[10 marks]

b. Develop the Value Chain Framework for an automotive manufacturer and explain
each function.
[15 marks]

Question 3
Reverse logistics is for all operations related to the reuse of products and materials. It is "the
process of moving goods” from their typical final destination for the purpose of capturing value,
or proper disposal.

a) Compare the Reverse logistics with forward logistics activities.
[15 marks]

b) Illustrate the Reverse logistics contribution to environment factors.
[10 marks]

Question 4
a. Elaborate TWO (2) of the popular of warehouses available in Malaysia.
[10 marks]

b. Explains THREE (3) basic guidelines of warehouse layout design, based on those
guidelines draw the warehouse layout design.
[15 marks]