



MODULE : TRANSPORT ECONOMICS 2B
CODE : VVR2B01/TRE22B2
DATE : 16 NOVEMBER 2015
DURATION : 180 MINUTES
TIME : 3 HOURS
TOTAL MARKS : 180 MARKS

EXAMINER : MS S NABEE AND MS E KRIEL
MODERATOR : MR GJ HEYNS
NUMBER OF PAGES : 6 PAGES

INSTRUCTIONS TO CANDIDATES:

- Answer all the questions
- Multiple choice questions must be answered on an MCQ sheet
- Question papers must be handed in.
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

SECTION B [70 MARKS]

QUESTION 1

(10 min: 10 Marks)

The Mediterranean Shipping Company (MSC) is the second largest shipping company in the world. Discuss the **development of MSCs logistics services**.

QUESTION 2

(10 min: 10 Marks)

Discuss the **deadweight/displacement ratio**.

QUESTION 3

(10 min: 10 Marks)

List **ten (10) features of multi-modalism**.

QUESTION 4

(10 min: 10 Marks)

The method of stowage depends primarily on the characteristics of the cargo. Explain the **type of stowage suitable** for the following products.

- (a) Cotton (2)
- (b) Timber (2)
- (c) Ores (iron ore, copper) (2)
- (d) Fertiliser (2)
- (e) Meat (2)

QUESTION 5**(15 min: 15 Marks)**

There are numerous **factors accelerating the change in seaports**. Discuss the following factors

- (a) Port privatisation (5)
- (b) Containerisation (5)
- (c) Port of Dubai (5)

QUESTION 6**(15 min: 15 Marks)**

Provide a **brief overview** of the maritime industry according to the Review of Maritime Transport 2014. Your answer must include a discussion of the following:

- a) World seaborne trade (5)
- b) The world fleet (3)
- c) Freight rates (2)
- d) World container throughput (5)

NEW BOOK PLEASE FOR SECTION C

SECTION C (75 MARKS)**QUESTION 1****(25 Min.: 25 Marks)**

The airline industry is termed to be oligopolistic. Define **oligopoly** and describe the unique **economic characteristics** of the airline industry.

QUESTION 2**(8 Min.: 8 Marks)**

Describe the **determinants of elasticity** in air transport.

QUESTION 3**(12 Min.: 12 Marks)**

Airline costs can be categorized in two categories: operating cost and non-operating cost. Name and briefly describe the cost elements within each of these categories.

QUESTION 4**(15 Min.: 15 Marks)**

Briefly describe any five (5) marketing strategies airlines utilize since deregulation of the airline industry

QUESTION 5**(15 Min.: 15 Marks)**

Site selection is an important step in airport planning. List at least fifteen (15) factors to consider when **evaluating a possible site for an airport**.

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