



MODULE : **TRANSPORT ECONOMICS 2B**

CODE : **VVR2B01 / TRE22B2**

DATE : **11 JANUARY 2018**

DURATION : **180 MINUTES**

TOTAL MARKS : **160 MARKS**

EXAMINER : **MRS E KRIEL
MS S NABEE**

MODERATOR : **MR G HEYNS**

NUMBER OF PAGES : **6 PAGES**

INSTRUCTIONS TO CANDIDATES:

- Answer all questions
 - 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 - AIR TRANSPORTATION

QUESTION 1

(30 Min.: 30 Marks)

- 1.1 List five (5) of the major air transport regions in the world (5 marks)
- 1.2 Identify and describe the top five (5) frustrations in aviation (15 marks)
- 1.3 Identify and briefly explain five (5) marketing strategies used by airlines after deregulation (10 marks)

QUESTION 2

(30 Min.: 30 Marks)

- 2.1 Social media is a meaningful way to communicate with passengers. Define social media. (5 marks)
- 2.2 Identify five (5) objectives of airlines' presence on social media. (5 marks)
- 2.3 Explain the major aspects of airline social media campaign development (10 marks)
- 2.3 Identify and describe the major non-price determinants of demand for air travel: (10 marks)

QUESTION 3

(30 Min.: 30 Marks)

- 3.1 Identify and define the types of airfreight carriers that are commonly found in air transport (6 marks)
- 3.2 Explain the special air freight services that can be performed by an airline (4 marks)
- 3.3 List ten (10) factors an airline in a deregulated environment should consider when planning a fleet (10 marks)
- 3.4 Explain the economic role of airports (10 marks)

NEW BOOK

SECTION C - MARITIME TRANSPORT

QUESTION 1

(20 marks: 20 min)

A Gauteng based company, Letaba Resources, exports packaging material to Brazil and China on a bi-weekly basis. The company has the option to export their products either through the port of Durban or Cape Town. Considering these two ports, answer the following questions.

- 1.1 Give a **brief description of the port of Durban and Cape Town** including their current throughput and operating efficiency (10 marks)
- 1.2 Considering the **quality and dependability** of each ports infrastructure, which port would you advise Letaba Resources to export through? Motivate your answer. (5 marks)
- 1.3 What are the **logistics issues** faced by exporters in South African ports? (5 marks)

QUESTION 2

(10 Min: 10 Marks)

Containership **size** of 24,000 TEU capacity are currently in the planning books of the leading shipping companies. You are required to debate the maximum size of containerships by **discussing opportunities, limitations and alternatives** to transporting cargo using these Ultra large containerships.

QUESTION 3

(10 Min: 10 Marks)

Make comparisons between **liner and tramp shipping**. Your answer must reflect the differences in ships, cargoes and freight rates.