



QUALIFICATION : B COM HONS
MODULE : MARITIME: SHIPPING & HARBOURS
CODE : TRE8X12
DATE : NOVEMBER 2017 MAIN EXAMINATION
DURATION : 180 MINUTES
TIME : 08:30 – 11:30
TOTAL MARKS : 180 MARKS

EXAMINER(S) : PROF JH DU PLESSIS
(EXTERNAL) MODERATOR(S) : PROF S. GRATER
NUMBER OF PAGES : 2

INSTRUCTIONS TO CANDIDATES:

- 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.

QUESTION 1

(30 MARKS: 30 MIN)

A shipping line has appointed you as a shipping economist to assist the naval architect in designing a fleet of vessels to operate as coasters on the feeder service from Durban up and down the East coast of Africa. The fleet will serve the ports of Maputo, Beira, Nacala, Dar es Salaam and Mombasa. You are required to formulate the design criteria for the vessels and to present your report to the board of directors on the type of vessel you recommend.

QUESTION 2

(30 MARKS: 30 MIN)

The shipbuilding market mechanism uses the volatility to balance the supply and demand for ships whilst at the same time drawing in new low-cost shipbuilders and driving out high-cost capacity. Describe the economic principles of shipbuilding.

QUESTION 3

(30 MARKS: 30 MIN)

The freight rate mechanism is the switchbox which controls the amount of money paid by shippers to ship owners for the transport they supply. Analyse the three key economic concepts of the freight rate mechanism.

QUESTION 4

(30 MARKS: 30 MIN)

One of the most common applications of maritime economics is the preparation of forecasts and market research studies. Analyse the difference between maritime market forecasting (and the problems associated therewith) and market research.

QUESTION 5

(30 MARKS: 30 MIN)

Ports provide a crucial interface between land and sea and are locked in cut-throat competition to attract cargo moving to inland destinations or for distribution within the region. Describe the role that the Port of Durban fulfills in global trade and how it has evolved through the various levels of port development.

QUESTION 6

(30 MARKS: 30 MIN)

Your company has received a large order from China for baled waste paper. Due to the low value of the cargo the director of supply chain management has requested you to enter into negotiations with the major shipping lines to secure the lowest freight rate possible from Durban to Shanghai. Draft a report to this director explaining how you intend obtaining such a freight rate utilising the principles of liner pricing.

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