



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	Johannesburg Business School
DEPARTMENT	Transport and Supply Chain Management
CAMPUS(ES)	APK
MODULE NAME	Road Freight Transport Management
MODULE CODE	TRE8X09
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity June 2019

ASSESSMENT DATE	7 June 2019	SESSION	08:30 – 11:30
ASSESSOR(S)	Prof GC Prinsloo		
MODERATOR(S)	Mr JA van Rensburg		
DURATION	3 hours (180 min)	TOTAL MARKS	180

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	2
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- There are 7 questions.
- Answer ALL questions.
- Read the questions carefully and answer only what is required.
- Number your answers clearly and correctly as per the question paper.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.

QUESTION 1

(30 MARKS)

The management function and its activities has been comprehensively investigated by a number of knowledgeable authorities. Define in detail the management functions as identified giving due attention to all the individual activities as implemented in a Road Transport enterprise company.

QUESTION 2

(40 MARKS)

Marketing is the activity that directs the business activities that involves the assessment of customer needs and converting it to the ultimate purchasing of Transport services.

Comprehensively analyse:

1. The activities covered by Marketing
2. Marketing mix
3. Concept of Market segmentation
4. Extended role of Marketing in a Transport organisation

QUESTION 3

(20 MARKS)

Three elements are to be considered when contemplating legislation to regulate the safety of transport operations. Identify a Road Transport Operation and critically analyse this statement.

QUESTION 4

(30 MARKS)

Road Transport forms an integral part of logistics activities globally. Analyse fully the logistics function and the role of Road Transport in the activities of just-in-time, warehousing, distribution, customer service and reasons for the contracting out of logistics.

QUESTION 5

(30 MARKS)

The distribution of goods forms an integral part of the economy and is essential for future growth and sustainability of the economy.

Analyse:

1. Road transport and distribution
2. Aspects related to obtaining a vehicle

QUESTION 6

(20 MARKS)

Relevant knowledge about Road Freight Transport operations enable operators to respond to the requirements of clients. Analyse fully Transport and Energy Policy as well as the environmental impact of Road Freight Transport.

QUESTION 7

(10 MARKS)

Timeous information about road transport services provides opportunity for improving efficiency and effectiveness. Identify 10 (TEN) improvements that could be derived from a transportation audit.

[180 MARKS]