



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	Supplementary Summative Assessment Opportunity July 2019

ASSESSMENT DATE	July 2019	SESSION	
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:

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- 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)

Ownership decisions of an Enterprise is related to the number of prospective participants, availability of funds, government policies etc. Identify and critically analyse eight (8) ownership categories for enterprises which could be found in the Road Freight Transport Industry.

QUESTION 2

(20 MARKS)

For a transport enterprise to function sustainably an organisation structure need to be adopted and the objective of the enterprise clearly stated. Define a basic organisation structure for a transport company and state goals of the transport company.

QUESTION 3

(30 MARKS)

A marketing strategy endeavours to indicate the defined markets towards which a Transport enterprise aims its activities. Comprehensively analyse the process of determining a marketing strategy and apply this to a Road Transport enterprise (the use of a figure is permitted but must be described) and also define the concepts of market research, pricing the service, informing the consumer, company image and advertising.

QUESTION 4

(40 MARKS)

The United Kingdom is often seen as a forerunner for the regulation of Road Freight Transport. Analyse comprehensively the regulation of Road Freight Transport in the UK.

QUESTION 5

(20 MARKS)

Consolidation and unitisation plays an important role in the efficient operation of Road Freight Transport. Critically and comprehensively discuss the concepts

QUESTION 6

(30 MARKS)

Future developments especially in the electronic field as well as a move towards privatization will affect road freight transport. Evaluate the issues pertaining to the future with due attention to telecommunication as well as IT in Road Freight.

QUESTION 7

(10 MARKS)

Analyse TEN (10) benefits derived from a Transportation Audit used in Road Freight Transport.

[180 MARKS]