



UNIVERSITI KUALA LUMPUR
Malaysian Institute of Marine Engineering Technology

FINAL EXAMINATION
JANUARY 2016 SESSION

SUBJECT CODE : LOB 20303
SUBJECT TITLE : INTEGRATED TRANSPORT SYSTEM
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM – 5.00 PM / 3 HOURS
DATE : 23 MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
 2. This question paper is printed on both sides of the paper.
 3. Please write your answers on the answer booklet provided.
 4. This question paper consists of TWO (2) sections; Section 'A' and Section 'B'. Answer all questions in Section 'A' and THREE (3) questions only from Section 'B'.
 5. Answer all questions in English.
-

THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

The level of shipping connectivity is determined by number of shipping lines serving between local and global ports, number of shipping services, size and number of ships deployed. Some of the foreign shipping lines, especially which have a reasonable large market presence in Malaysia tend to hold majority equity stake in these ship agencies. **Describe the function for these ship agencies as below:**

- a. Ship Management Company (5 marks)
- b. Chartered Shipbroker (5 marks)
- c. Ship Agent (5 marks)
- d. Tramp Organization (5 marks)

Question 2

Rail transport generally based on a weight basis, the costs are less rather than air and motor carriage. Many trains travel on timetable schedules, but depart less frequently than motor carriers.

Examine the types of urban transit system railway as below:

- a. Tram (5 marks)
- b. Light Rail (5 marks)
- c. Rapid Transit (5 marks)
- d. Mono Rail (5 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer only THREE (3) questions.****Please use the answer booklet provided.****Question 3**

The transportation industry can be broken down into three major groups of companies: Shipping, passenger transport, and equipment manufacturers. In some cases, particularly within shipping and passenger transport, companies provide services in multiple areas of the industry. Shipping companies are responsible for the transportation of supplies, and products to businesses, governments and individual consumers and operate on a global basis

- a) Examine **TWO (2) fundamentals** of transport principles (10 marks)
- b) Describe **FIVE (5) operating characteristics** that used to classify modes of transport (10 marks)

Question 4

Main characteristics of multimodal transportation are transshipment terminals that allow efficient cargo handling between short-distance and long-distance traffic as well as application of standardized and reusable loading units.

- a. Examine **TWO (2) primary global transportation service types** (12 marks)
- b. Illustrate the flow of global transportation service types (8 marks)

Question 5

A company cannot market a product effectively unless it can get that product from one place to the next, and moving a product requires a review of cost and logistics. With the rise of multinational businesses, companies must also consider global marketing, and the transportation and logistics involved. **Trailer on flatcar (TOFC)** and **Container on flatcar (COFC)** intermodal combinations are referred to as piggyback movements.

- a) **Determine piggyback movements** from the perspectives of cost, service and availability (12 marks)
- b) Identify how piggyback movement works in rail perspective (8 marks)

Question 6

Intermodal freight transport involves the transportation of freight as an intermodal container or vehicle, using multiple modes of transportation (rail, ship, and truck). The method reduces cargo handling, improves security, reduces damage and loss, and allows freight to be transported faster. The reduced costs over road trucking are the key benefit for intercontinental use, as well as reduced greenhouse gas emissions.

- a) **Explain briefly the meaning of land bridge** and how it works in the transportation flow (10 marks)
- b) Determine why transportation efficiency is important in marketing (10 marks)

END OF QUESTION

