



**UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF MARINE ENGINEERING
TECHNOLOGY**

**FINAL EXAMINATION
SEPTEMBER 2016 SESSION**

SUBJECT CODE : LOB 20303
SUBJECT TITLE : INTEGRATED TRANSPORT SYSTEM
LEVEL : DEGREE
TIME / DURATION : 9.00PM-12.00 PM (3 HOURS)
DATE : 23 JANUARY 2017

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
 2. This question paper is **printed on both sides** of the paper.
 3. This question paper consists of **FIVE (5)** questions.
 4. Answer **FOUR (4)** questions **ONLY**.
 5. Please write your answers on the answer booklet provided.
 6. Answer all questions in **ENGLISH** language **ONLY**.
 7. Answer should be written in **BLUE** or **BLACK INK** except for sketching, graphic and illustration.
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THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

INSTRUCTION: Answer FOUR (4) questions ONLY.

Please use the answer booklet provided.

QUESTION 1

An industrialized society cannot exist without an efficient transportation system. We often assume that product will move from where they are produced to where they are consumed with a minimum of difficulty, in terms of both time and cost. In most industrialized economies transportation is so pervasive that often fail to comprehend the magnitude of its impact in society. In the United States, transportation expenditures constitute approximately 6.0 percent of gross domestics' product (GDP). In 1999, transportation costs amounted to \$554 billion.

- a) **Discuss** the concept of **Time and Place Utility** in transportation. **(10 marks)**

- b) **Classify the strength and weaknesses of using bus** as a road transport services. **(15 marks)**

QUESTION 2

The utility of goods also creates opportunities for large scale production though a perfect geographical specialization. This is because a geographical specialization assumes that a large scale production is demanded at a distance located far from actual production site. Without an efficient transportation system, the advantages of scale economies will not be achieved. The current scenario of manufacturing firms and automotive companies' preference for manufacturing plants are in China where costs is believed to be low.

- a) **Analyses roles of transport in society.** **(10 marks)**

- b) **Justify the major impact from transportation activities to the environment.** **(15 marks)**

QUESTION 3

- a) The form of ownership of the operating companies in the transport industry varies from the owner or driver of the road haulage industry to the very large stated owned corporation. **Analyses THREE (3) forms of transport company ownership.** (10 marks)
- b) Air Asia is one of the leading low-cost airline transport services provider in Asia region. **Discuss the marketing mix concept applied in Air Asia.** (15 marks)

QUESTION 4

- a) **Identify the objectives of Ministry of Transport Malaysia (MOT).** (10 marks)
- b) Congestion happens when there are increasing numbers of vehicles on the road especially during peak hours. This will lead to another problem in society such as delays, accidents and also reduced workers' productivity at the working place. **Suggest ways to reduce traffic congestion in Malaysia.** (15 marks)

QUESTION 5

- a) A system user is a system which includes the users as a main focus through information technology devices in an effort to improve effective and efficient movement from one point to another. **Draw the 'Multimodal' transport system in shipping operations.** (5 marks)
- b) In June 2010, Land Public Transport Commission or known as '**Suruhanjaya Pengangkutan Awam Darat' (SPAD)** was formed to further pave the way to improve the transport industry. **Describe functions of SPAD** to ensure efficient public transport operations in Malaysia. (10 marks)
- c) Light Rail Transit (LRT) is another alternative transport services in order to reduce road congestion in Malaysia. **Discuss the operational concept of LRT.** (10 marks)

END OF QUESTION