



**UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF INDUSTRIAL TECHNOLOGY**

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

COURSE CODE : JLB 40103
COURSE TITLE : ELEMENTS OF SHIPPING
PROGRAMME LEVEL : BACHELOR
DATE : 22 MAY 2016
TIME : 9.00 AM – 12.00 PM
DURATION : 3 HOURS

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. This question paper consists of **TWO (2)** sections.
 4. Answer **ALL** questions in Section A. Choose **THREE (3)** questions in section B.
 5. Please write your answers on the answer booklet provided.
 6. Please answer all questions in English only.
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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

There are 13 classification societies under the flagship of The International Association of Classification Societies (IACS), all 13 classification societies have assigned to play their role according to IASC requirements.

- a. Explain the main objective and rules of IASC (10 marks)
- b. List out the functions set by the IASC. (10 marks)

Question 2

In the current sea shipping activities, "Containerisation" is reckoned as one of the most reliable sea routing shipping method that is widely used in the current competitive business world. Explain the benefits of this method that has widely adopted nowadays.

(20 marks)

SECTION B (Total: 60 marks)

INSTRUCTION: Answer THREE (3) Questions only.

Please use the answer booklet provided.

Question 1

In the shipping maritime industry, one of the vital and important documents to be produced before any sea freight transactions materialized is the Bill of Lading (B/L).

- a. State and explain the THREE (3) characteristics of Bill of Lading (10 marks)
- b. Elaborate the functions of Bill of Lading for the shipping business. (10 marks)

Question 2

Letter of credit or LC from the bank is a formal trade instruments and are used usually where the seller is unwilling to extend credit to the buyer. Explain further of the flow and mechanism of such application achieved and if possible, draw or draft the outlaying transaction flow.

(20 marks)

Question 3

Ships changed dynamically in designs and sizes in the last decade. Describe this ships changing trend from VLC to ULCC, which has significantly produce negative impacts on the seaport operators around the globe.

(20 marks)

Question 4

Customer relation management (CRM) is of the common strategy used by all industries including maritime industry; such strategy is use due to maintaining relationship with their customers and ensuring achieving the highest quality of services provided. Discuss FIVE (5) reasons CRM implementations in the shipping maritime industry.

(20 marks)

Question 5

During any container stuffing processes were carry out, shippers or exporters are trying their best level to minimise damages towards their cargo and ensure the safety and quality of their goods, another key fundamental is to maximising the container space usage. Elaborate the TEN (10) key requirements that need to be followed before and during the stuffing process takes place.

(20 marks)

END OF EXAMINATION PAPER