



UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF MARINE ENGINEERING TECHNOLOGY

FINAL EXAMINATION
JANUARY 2017 SEMESTER

COURSE CODE : LOB20303

COURSE NAME : INTEGRATED TRANSPORT SYSTEM

PROGRAMME NAME : BACHELOR OF MARITIME OPERATIONS (HONS)
(FOR MPU: PROGRAMME LEVEL)

DATE : 04/07/2017 TUE

TIME : 9.00 AM - 12.00 PM

DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read **CAREFULLY** the instructions given in the question paper.
 2. This question paper has information printed on both sides.
 3. This question paper consists of **FIVE (5)** questions. Answer **FOUR (4)** questions only.
 4. Please write yours answers on the answer booklet provided.
 5. Write your answers only in **BLACK** or **BLUE** ink.
 6. Answer all questions in English.
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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) Justify 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. Analyze 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. Justify functions of SPAD in order to ensure the efficiency of 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