

**TRL201X**

October/November 2009

**TRANSPORT MANAGEMENT (TRANSPORT ECONOMICS 201)**

Duration 2 Hours

100 Marks

**EXAMINERS**FIRST  
SECONDMR RI MAVUNDA  
MR JW BARENDRECHT**This paper consists of two (2) pages.****SECTION A****ANSWER ALL QUESTIONS IN THIS SECTION  
TOTAL OF 40 MARKS****QUESTION 1**

- (i) Give a graphic representation of the combined transport process
- (ii) The demand for transport is regarded as a derived demand. What does this imply?
- (iii) Write brief explanatory notes on the following variables in the macro-environment. In your answer, indicate how they impact on the management of transport enterprise
- (a) Economic cycles
- (b) Exchange rates
- (iv) Briefly discuss the role of reliability and frequency as user requirements on the demand for transport
- (v) Under what circumstance will a transport operator determine tariffs according to the value-of-service principles?
- (vi) List the six (6) steps in drawing up a budget
- (vii) Define the following cost concepts in transport
- (a) Insurance
- (b) Licences
- (viii) Briefly explain the nature of marketing

**(5)****(4)****(5)****(5)****(4)****(4)****(6)****(2)****(2)****(3)****[40]**

**SECTION B**

ANSWER ANY TWO (2) OF THE THREE (3)  
QUESTIONS IN THIS SECTION  
TOTAL OF 60 MARKS

**QUESTION 2**

- (i) Fully explain the impact of technology on transport management (15)
- (ii) Explain in full how you will apply the tariff (price) and distribution (place) policy instrument in the marketing of transport service (15) [30]

**QUESTION 3**

- (i) Discuss planning in transport under the following headings
  - (a) The essence of planning (8)
  - (b) Steps in planning (8)
- (ii) Discuss the basic characteristics of the following mode of transport
  - (a) Road transport (5)
  - (b) Rail transport (5)
  - (c) Pipeline transport (4) [30]

**QUESTION 4**

- (i) Describe the characteristics of the demand for and supply of transport (14)
- (ii) Discuss, with the aid of an appropriate sketch, the theoretical concepts underlying tariff determination in transport. Pay particular attention to the relationship between marginal cost, average cost and output (16) [30]

**TOTAL [100]**