

# TRL201X

May/June 2009

## TRANSPORT MANAGEMENT (TRANSPORT ECONOMICS 201)

Duration 2 Hours

100 Marks

**EXAMINERS**

FIRST

SECOND

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PROF A BRITS

**This paper consists of two (2) pages.**

**SECTION A**

**ANSWER ALL THE QUESTIONS IN THIS SECTION  
TOTAL OF 40 MARKS**

**QUESTION 1**

- |        |   |     |
|--------|---|-----|
| (i)    | Define the following concepts   |     |
|        | (a) place utility   | (2) |
|        | (b) time utility  | (2) |
|        | (c) quality utility   | (2) |
| (ii)   | The demand for transport is regarded as a derived demand. What does this imply?   | (6) |
| (iii)  | Define the term "technology" and explain the difference between technology and the technology improvement                   | (4) |
| (iv)   | Briefly discuss the role of speed and safety as user requirement on the demand for transport                                | (4) |
| (v)    | What do you understand by the term "capacity" in transport? Explain each of the three (3) meanings which refer to this term | (7) |
| (vi)   | Define the following cost concepts in transport   | (2) |
|        | (a) fixed cost  | (2) |
|        | (b) variable cost   |     |
| (vii)  | Briefly explain the purpose of budgeting in a transport enterprise  | (6) |
| (viii) | Briefly explain the nature of marketing   | (3) |

**[40]**

**SECTION B**

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

**QUESTION 2**

- (i) Write briefly explanatory notes on the following variables in the macro environment. In your answer, indicate how they impact on the management of transport enterprises
- (a) economic growth (5)
  - (b) economic cycles (5)
  - (c) inflation (5)
  - (d) interest rates (5)
  - (e) exchange rates (5)
- (ii) Discuss the concepts integrated transport management (5) [30]

**QUESTION 3**

- (i) Discuss the basic characteristics of the following mode of transport
- (a) rail transport (5)
  - (b) air transport (5)
- (ii) Explain how the intensity of competition is determined in the transport management (12)
- (iii) Name and discuss the factors that influence transport process (8) [30]

**QUESTION 4**

- (i) Name and discuss the aspects that need to be taken into account in selection of a vehicle (18)
- (ii) Fully discuss the six (6) practical factors that should be considered price / tariff determination (12) [30]

**TOTAL [100]**