



WEDNESDAY 16th APRIL 2014 – MORNING

LOGISTICS AND MULTI-MODAL TRANSPORT

Time allowed – three hours

Answer any FIVE questions – all questions carry equal marks

Please read the questions carefully before answering

1. Fuel represents the largest single cost for providers of multi-modal transport services. What steps might a provider of multi-modal transport services, which include both sea and land legs, take to reduce fuel costs?
What impact would these changes have on the customer?
2. As a container line offering door to door transport services, which factors would you take into account when deciding how to set the prices which you offer to your customers?
Give practical examples.
3. Explain the purpose of the main three conventions (Hague, Hague-Visby and Hamburg) currently in use, which govern international transport by sea. Explain the main differences in the liability/responsibility of the carrier under these three conventions, giving examples from each.
4. Answer **all** parts of the question:
 - a) Compare and contrast a Bill of Lading and a Waybill. Explain the reasons for choosing each of them when shipping a multi-modal consignment.
 - b) What is the purpose and the role of INCOTERMS? Give **three** examples of INCOTERMS 2010 and for each of your examples, explain the reasons why you use them in a contract of sale.
5. 'The weakest parts in a multi-modal transport system are the transfer points between modes'. Discuss this statement and, using examples, explain whether you agree or disagree.

PLEASE TURN OVER

6. Define what is meant by 'logistics' and explain its importance to the global economy. Support your answer by referring to different types of goods, and different modes of transport.
7. Container operators need their own inventory management systems to manage their fleet of containers. Describe the key elements of such a system, and what benefits they bring to the operator's business.
8. In what different ways can a multi-modal transport operator sell its services to customers? What measures (often called KPIs – key performance indicators) would you use to determine how successful your sales organisation has been, and explain the purpose of each measurement.