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**University Examinations 2015/2016**

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**BBS 3375: TRANSPORT MANAGEMENT & POLICY**

**DATE: AUGUST 2016 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Discuss any five advantages of air transport. (10 Marks)
2. Demand for transport is said to be a derived demand. Discuss the meaning of this statement bringing out the importance of transport in an economy like that of Kenya. (10 Marks)
3. Explain the term logistics as can be applied in transport and show its place in the movement of goods in a busy organization. (10 Marks)

**QUESTION TWO (20 MARKS)**

1. You have been called upon to guide the management of your organization into selecting the correct mode of transport for the organization. Discuss some of the main factors you will advise them to consider in this exercise. (10 Marks)
2. The government has from time to time tried to regulate and control the operations of transport industry in Kenya. Discuss the possible reasons behind this from the government point of view. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. A transport system can either be efficient or inefficient. Discuss the main factors that may determine its effectiveness and efficiency. (8 Marks)
2. Give and explain at least four benefits and two bottlenecks respectively which a company hiring transport may face. (12 Marks)

**QUESTION FOUR (20 MARKS)**

1. For a successful transport pricing negotiator, one must have certain characteristics. Discuss at least five of these characteristics bringing out clearly the idea of transport pricing. (12 Marks)
2. Give and discuss some of the main costs a transport manager would need to take care of in a busy organization. (8 Marks)

**QUESTION FIVE (20 MARKS)**

1. Information and Communication Technology (ICT) has completely revolutionalised the transport industry in many parts of the world. Discuss some of these contributions of ICT into the industry. (10 Marks)
2. Briefly discuss the following special modes of transport:-
3. Fishy back
4. Piggy back
5. Bulk carrier
6. Inter-modal transportation
7. Containerization (10 Marks)