UNIVERSITI UTARA MALAYSIA

FINAL EXAM
FIRST SEMESTER SESSION 2009/2010

COURSE CODE / NAME : BPMG 3123 SEMINAR IN TRANSPORT MANAGEMENT
DATE : 31 OCTOBER 2009 (SATURDAY)
TIME : 2.30 PM – 5.00 PM (2 ½ HRS)
VENUE : DMS

INSTRUCTIONS :

1. This exam paper contains FIVE (5) questions in TWO (2) pages excluding the cover page.
2. Candidates must answer ALL the questions.

MATRIC NO : ________________________________  
(with word)  
(with number)

IDENTIFICATION CARD NO. :

LECTURER :

GROUP :  
TABLE NO. :

PLEASE DO NOT OPEN THIS QUESTION BOOKLET UNTIL INSTRUCTED

CONFIDENTIAL
ANSWER ALL QUESTIONS

Question 1:

Many people have come to recognize private motor vehicle traffic as being one of the major driving forces behind declining environmental and residential qualities in the cities. Rising numbers of motor vehicles and increases in the mileage covered by privately owned vehicles bring with them growing accident risk, land consumption, soil contamination, overall resource depletion and energy use with the concomitant CO2 problems, wastes in the manufacture and disposal of automobiles, and noise and air pollution.

The countenance of the city and the quality of life in cities both suffer. Conventional strategies for solving such problems, including widespread traffic calming or optimizing motor vehicle technology, are approaching the limits of their efficacy. They do indeed reduce the stress on the environment but the gains are more than offset by increasing loads emanating from an unbroken rise in the numbers of vehicles and volume of travel. This makes it necessary to abandon a taboo in our thinking and instead develop planning concepts aimed at reducing the number of automobiles. In this effort regional, urban and traffic planning should provide incentives to those households which even today do without an automobile and encourage those who are considering eliminating a car now on hand in the household so that they will actually relinquish that vehicle.

Car-free neighbourhoods within towns would make it possible for people who do not own a vehicle at present and all those who would like to do without a car in the future to experience, both individually and collectively, the benefits which liberation from the private car offers. All the residents, children as well as adults, could then move freely within the entire public roadway area, not endangered by vehicle traffic, and be able to cycle, play or simply sit and relax in this newly reclaimed space – without automobile exhausts and noise.

Excerpts from Article title: “Car-free households: who lives without an automobile today?” by Ulrike Reutter and Oscar Reutter.

Based on the excerpts above, what can you understand about Car-free neighbourhoods and in Malaysian context, can it be implemented effectively in this country and why should it be?

(20 marks)

Question 2

The survey results suggest that it is much simpler for a customer to move business from rail to road than it is to move it from road to rail. Demand elasticities are apparently greater for rail than for road, not merely in relation to price but also in relation to a range of performance measures. Clearly, once business has been won, rail has to continue to meet the required performance standards in order to retain it. One logistics consultant commented that ‘emerging markets e.g. FMCG by rail are using rail as a pilot. If the pilot fails then they will switch back to road’. Excerpts from Survey Report titled: “National Survey of Rail Freight Users: Summary of Reports”, published by Office of Rail Regulator.
Based on the excerpt above, discuss the performance of rail transportation in Malaysia related to its future business relationship.

(20 marks)

Question 3

Today, one can continue to observe the impact of changes in transport technology which have been initiated by the transport sector and do not entail paradigm shifts. For instance, due to advances in engine technology and the use of lighter materials in aircraft construction, flying ranges have been extended progressively. This has had positive impacts and negative ones, such as the decline in traffic at various stop-over airports, but the advances were great. Excerpts from Article titled: “Virtual logistics: transport in the marketspace” by James A. Crowle.

Based on the excerpt above, discuss the impact of IT advancement in the air transportation industry in Malaysia.

(20 marks)

Question 4

![Diagram of supply chain with e-market (B2B) and B2C components]

Figure 1

The relocation of inventory stocking points (towards centralisation) may lead to a spatial reconfiguration of the supply chain, similar to that encountered in business-to-business (B2B) e-markets and the direct sale mode in business-to-customer (B2C) e-commerce (Figure 1). This change has major implications for the physical movement of freight, since freight traffic levels are influenced by patterns of trading links within the supply chain (McKinnon, 2003). Excerpts from Article titled: Impact of postponement on transport: an environmental perspective Biao Yang, Ying Yang and Jacob Wijngaard

Based on the excerpt above, relate and discuss the situation in Malaysia context with particular reference to manufacturing export oriented companies.

(20 marks)

Question 5

Based on your group class project assignment, what is your conclusion and recommendations of the project to be more effective and efficient related to Strategic Logistics in Malaysia context.

(20 marks)