BPMG3023  CONFIDENTIAL

UUM
Universiti Utara Malaysia

FINAL EXAM
FIRST SEMESTER SESSION 2013/2014

COURSE CODE / NAME : BPMG 3023 (SOCIETY AND TRANSPORT)
DATE : 30 DECEMBER, 2013 (MONDAY)
TIME : 2:30PM - 5:00PM (2½ HRS)
VENUE : DSB K. T/WD

INSTRUCTION :

1. This exam paper consists of FIVE (5) questions in THREE (3) printed pages and exclude the cover page
2. You are required to answer ALL the FIVE (5) questions only.
3. You are required to tie the exam paper with the answer sheets together
4. This exams paper is PROHIBITED to be taken out from the exams hall.

MATRIC NO : ____________________________ (with word)  ________________ (with number)
IDENTIFICATION CARD NO. :

LECTURER : ____________________________

GROUP :   TABLE NO. :

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED

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Answer ALL questions

Read the case below carefully and use it to answer the followed questions.

Case Study: Mobility and Katanga
Mobility is essentially a generic term covering movement in all its forms. People of the Katanga community, a remote and rural area in the republic of Congo in Africa do avoid the term as a result of its contemporary association with unfettered movement by polluting means. Instead, they preferred to speak of access to goods and services, which in many cases provide the demand from which transport arises. Nevertheless, mobility needs to be dealt with in any discussion of transport's social context; particularly in conjunction with the notion of automobility which places mobility into its broader context.

There is a simple difference between mobility and automobility, or movement by motor vehicle. The two have become confused over time. Just as the confusion of work and employment has often led to excessive suffering on the part of the unemployed, therefore, the confusion of mobility and automobility has led to people limiting themselves to transport by car. Researchers have always emphasised that society needs to be able to move, while the sustainable mobility is among other factors that ensure free movement without sacrificing other essential human or ecological values, today or in the future. Precisely, candid, mobility does not presuppose any particular form of transport. Rather, mobility is about movement in general; 'automobility' refers to physical movement by internal combustion engine, most commonly the car.
QUESTION ONE (20 MARKS)

a) Based on the above case study of mobility and Katanga, which of the mobility and automobility is a right to the people of Katanga community? (1 Mark)

b) Give THREE (3) reasons for your answer in 1a. (3 Marks)

c). Does social mobility applies to the people of Katanga community? (1 Mark)
d) Give THREE (3) reasons for your answer in 1c. (3 Marks)

e) Explain briefly the following forms of mobility:
   i. Social mobility (3 Marks)
   ii. Horizontal mobility (3 Marks)
   iii. Vertical mobility (3 Marks)
   iv. Open system mobility (3 Marks)

QUESTION TWO (20 MARKS)

The nature of development in transport in rural and town areas toward the society's development is the main agenda at present government planning.

a) Discuss the THREE (3) essential features of transport development. (9 Marks)
b) Discuss the TWO (2) importance of transport to the livelihood of people. (6 Marks)
c) Define the following terms in the context of transport:
   i. Recreation (1 Mark)
   ii. Travel (1 Mark)
   iii. Tourism (1 Mark)
   iv. Commuting (1 Mark)
   v. Migration (1 Mark)
QUESTION THREE (20 MARKS)

The society and demand are perfectly related to the human functions and the economic growths. They are sometimes referred to the movements that are directly contributing to the economic activities by all types of society which applied in transport as the developmental needs. As a consultant in transport and society, discuss the following issues:

a) Supply and demand functions. (5 Marks)
b) Supply and demand relationships. (5 Marks)
c) Transportation demand management. (5 Marks)
d) Transportation demand management measures. (5 Marks)

QUESTION FOUR (20 MARKS)

A renowned consultant of logistics stressed that transportation and logistics needs to be planned with the same level of sophistication and forward-looking visibility as finished goods. This is why it is necessary to proactively plan capacity by predicting future shipment that needs by lane/mode/temperature class/day.

a) With the submission of a renowned logistics consultant, what is transport forecasting? (2 Marks)
b) List and described 6 major methods for transport forecasting. (10 Marks)
c) List and described common paradigm for travel demand models “four-step model” (8 Marks)

QUESTION FIVE (20 MARKS)

a) Describe the transport system. (2 Marks)
b) With annotated diagram, explain elements of transport system. (10 Marks)
c) Write a detailed scenario to illustrate transport system. (8 Marks)

END OF QUESTIONS