



MONDAY 26TH NOVEMBER - 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. A multimodal operator may decide to own or lease/charter the equipment needed to transport goods, or may buy capacity as required using services provided by other operators. Explain the advantages and disadvantages of the **THREE** approaches, choosing **TWO** different modes of transport.
2. Fuel represents one of the most significant costs for operators of multi-modal transport services.

What steps might an operator of multimodal transport services, which include transport both by sea and on land, take to reduce fuel costs, and how might these impact the operator's customers?

3. Answer **ALL** parts of the questions:
 - a) Explain how e-commerce products have changed the way in which business is carried out between providers and users of logistics services.
 - b) Give two examples of these products, explaining how the provider and the user have each benefited from them.
 - c) Suggest an e-commerce product which a logistics provider might develop, and the benefits which would follow.
4. You are the manager of a logistics company, providing a multimodal transport service for an importer of consumer goods which are moving from Hong Kong to New York.
Describe the modes of transport and different routes which are available from Hong Kong to New York, using examples, and provide advice to the importer on the advantages and disadvantages of each route.

Use the map provided to support your answer.

PLEASE TURN OVER

5. You are the pricing manager for a global NVOCC.

Explain how you would decide what price to quote for a regular door-to-door shipment of FCL containers of machinery, with sea as the main leg, indicating where you might offer alternatives to the customer. Support your answer with reference to a specific cargo on a trade route of your choice.

6. Answer **BOTH** 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 multimodal consignment.
- b) Give **TWO** examples from INCOTERMS 2010, and for each of your examples, explain the reasons why you would choose to use them in a contract of sale.

7. Answer **BOTH** parts of the question

A manufacturer of cars assembled from imported parts uses a supply chain based on 'just in time' principles.

- a) Explain what is meant by a 'Just in Time' supply chain, and the advantages and disadvantages for the manufacturer in adopting this approach.
- b) What different factors (other than price) should the manufacturer look for when choosing a multimodal transport operator to provide the transport services as part of the supply chain?

8. Mergers and acquisitions in the last few years have resulted in fewer larger container lines and providers of logistics services, and less choice for the customer. How has this consolidation benefited the customers of their services, and have there also been disadvantages for the user?
What are the advantages and disadvantages for the user between contracting with one of the major global operators, or with a smaller operator having a limited range of services?