



MONDAY 18th APRIL 2016 – AFTERNOON

PORT AND TERMINAL MANAGEMENT

Time allowed – three hours

Answer any FIVE questions – all questions carry equal marks

Please read the questions carefully before answering

1. Your port has been approached by a large cruise liner company who are looking to potentially use your port as a turnaround port. Write a proposal outlining the full range of services that your port can offer to this specific market sector.
2. Describe the managerial structure of a port. Use diagrams to support your answer.
3. Discuss the services that a port provides to maintain sustainable and safe access to vessels.
4. Using a port of your choice, describe the statutory bodies and their roles.
5. Discuss what, in your opinion, will be the future challenges in cargo handling.
6. Describe the specific duties placed upon companies under the health and safety legislation that applies in your region.
7. You are a marketing manager in a port of your choice. Describe the major marketing tools available to you.
8. Explain the difference between operational and strategic port planning. Use examples to support your answer.