

# Examiner's Report

## April 2016

### Port and Terminal Management

#### General comment

The general standard of answers was very high. Students showed good knowledge of health and safety, cargo handling, port management structures, operational planning. Students struggled with some of the detail in terms of the cruise liner calls and failed to differentiate the shoreside terminal service required for a "turnaround" port service. Most of the other answers were of a high standard, although some students failed to show their knowledge of the 4p's in the marketing question.

#### Question 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.**

A reasonable answer from students, however the nature of this question demanded that the students give an insight into the physical berth and navigational aspects of the port. Many students overlooked the important aspect that the examiners was requesting to test their knowledge on cruise liner turnaround operations. With the growing size of the global cruise fleet this could well require the port to have suitable facilities in place to handle between 2500-6000 people boarding and leaving the vessel.

Many students overlooked this aspect of the question and did not give any information on passenger facilities such as check in, waiting areas, transportation, baggage handling etc.

#### Question 2

**Describe the managerial structure of a port. Use diagrams to support your answer.**

This was very well handled, most students gave a very detailed and concise breakdown of the senior roles within the port authority including Chief executive and or managing director and Directors from Finance, Port Operations, Marketing Commercial, Marine Management and Property management (subject to specific ports in question), QHSE representation and legal.

If there was noticeable area for improvement some students overlooked the role of the engineering department. Students scored highly with some good detailed analysis of the MD/Chief Executives role.

#### Question 3

**Discuss the services that a port provides to maintain sustainable and safe access to vessels.**

Generally well handled and the majority of students who achieved a high pass mark on this question discussed, dredging, pilotage, towage and navigational aids in some depth.

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#### Question 4

**Using a port of your choice, describe the statutory bodies and their roles.**

Very well handled by students, most could name three or four statutory bodies. The examiners did have an open approach to the marking scheme with this question as the answers varied considerably from students around the world. However most students highlighted immigration, port health and port state control.

#### Question 5

**Discuss what, in your opinion, will be the future challenges in cargo handling.**

Some points well made by students who mainly discussed the developments in economies of scale with bigger vessels, the container market was well used as an example. Students did well to note that smaller ports may struggle in the future whereas larger ports may well gain additional volumes but will be under pressure to invest in appropriate equipment to offer the turnaround that these large ships require. The highest scoring answers also discussed topics such as future automation, lack of port labour and skill sets.

#### Question 6

**Describe the specific duties placed upon companies under the health and safety legislation that applies in your region.**

Generally well handled and the vast majority of students could offer a good overview of both legislation and statute as well as more hands on issues such as Personal protection equipment, and HSE issues in the port environment.

#### Question 7

**You are a marketing manager in a port of your choice. Describe the major marketing tools available to you.**

Students that chose to utilise the four P's scored very heavily and gained significant pass marks. Students achieved marks for discussing competitive pricing of services, promotion of services, how the place can be used as an advantage to a port and the service levels of the port.

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#### Question 8

**Explain the difference between operational and strategic port planning. Use examples to support your answer.**

A good answer from most students who managed to clearly differentiate the short and medium term planning which are undertaken in ports. Most students provided examples from a wide ranging spectrum and demonstrated the difference between operational and strategic planning.