



INSTITUTE OF
CHARTERED
SHIPBROKERS

NOVEMBER 2020 EXAMINATION SESSION

TUESDAY 3RD NOVEMBER 2020 – 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. You are the operations manager for an export grain terminal. Describe the port handling equipment and port infrastructure that you would require.
2. Use the world map provided and discuss the global trade in LNG showing major load and discharge ports, specific vessel types and a range of tonnages.
3. You are the port manager in a port of your choice. You believe that your port would benefit from investing in a new shoreside warehouse. Create a formal paper for your executive board offering one example of investment analysis and an accompanying economic analysis to substantiate your proposal.
4. Using examples, discuss the ratios which port managers can use to assess port performance.
5. You are the marketing manager for a port of your choice. Using examples discuss the various types of social media which you would use to develop brand awareness.
6. Using a port of your choice discuss the advantages and disadvantages of private port ownership.
7. You are the marketing manager for a cruise terminal. Prepare a board paper which discusses the impact of Covid-19 on your operation in 2020 and offer suggestions as to how you see the future of this market sector.
8. You are the financial manager for a port authority; discuss the methods which you can use to improve the company's cash flow.