

ACADEMIC YEAR 2023 – 2024

| Program | Year | Semester | Paper |
|---------|------|----------|--------|
| LTM | 2 | 2 | MAIN-1 |

| | | |
|-----------------|----------------------|-----------------------|
| MODULE NAME: | TRANSPORT ENGLISH-IV | |
| MODULE CODE: | PENG II-II | EXAM DATE: 23/05/2024 |
| TEACHER'S NAME: | Anil | DURATION: 2 hrs. |

| Questions to be answered on: | Allowed requirements | Number of pages |
|--------------------------------------|----------------------|-----------------------|
| Space provided on the question paper | Pen | (Incl. Cover Page): 9 |

Points of Attention:

- For each question, the maximum earned points are mentioned between brackets at the end of each question.
- Write very clearly! Answers that are not readable are not marked and don't get points!
- Make sure your answers are written to the point.
- All answers should be written **in English**.
- Write all the answers **in blue or black pen only**.
- When finished, submit the question paper together with the answer scripts and the signed cover page to the invigilator.
- Any cheating/copying may result in an instant failing of the examination.

FINAL MARKS

| | | |
|---------------|--|----|
| STUDENT NAME: | | 10 |
| STUDENT ID: | | 45 |

Number of answer scripts:

Invigilator:

Student's signature:

Time of receipt:

READING

[45 Marks]

Text 1. Read the text below and answer the following questions.

RATIONALE OF THE PORT BUSINESS

For several reasons, there is always a need to move goods from one place to another, and sometimes through water and sea transportation. The **demand** for maritime transport is justified by the need to trade, and therefore maritime transport is usually treated as a “derived demand”. This demand has increased **significantly** in the last two decades with the old logic of trade originating from the concept of ‘absolute and comparative advantages’ being overtaken by recent economic and trade developments such as globalization, free trade agreements and improvements in packaging and transport technology. The concept includes containerization and **unitization** of cargo packaging, increase of ships’ size and speed, intermodal and logistical developments, advances in electronic **commerce** and information technology.

As a great deal of sea transportation is performed internationally, shipping, or maritime business can be regarded as a service sector **entirely** dependent on the demand and supply of world trade. In this **approach**, the port activity is considered as a sub-sector of the maritime industry, with its main role being restricted to the provision of services to both ships and cargoes and the facilitation of the movement of goods and passengers between land and sea. A port manager, whose job is to satisfy the needs of different port customers and users (shippers, ship-owners, agents, and intermediaries), is therefore required to understand the reasons and mechanisms of trade, and how his/her own port can benefit or lose from changes in world sea-borne trade, and the variations in the patterns of maritime and intermodal transportation.

Another way to look at maritime business in general, and at ports in particular, is to consider freight transport (or the transport of goods) as an integrated part of the logistics system. The basis of logistics is the integration and optimization of different functions and processes for the purpose of overall cost reduction and customer satisfaction. Unlike the economic and trade approach the logistics approach integrates transport with other **components** such as purchasing, production, storage, **inventory** management, and marketing. In this approach, ports are seen as “logistics and **distribution** centres” that optimize the movement of goods and services within the entire transport and logistics chain and provide an opportunity to add value to the goods. Value can be added by offering services such as assembly of components, repacking, labelling, quality control and just in time distribution. The role of ports as logistics centres has been fully recognized in recent years. It is not surprising to find that the most efficient and well-managed ports in the world are those providing first-class ‘logistics and value added service’. The port

manager needs to understand the different aspects of logistics management, how to properly apply and **implement** them within a port context.

Ports as major component of the maritime industry have an important role to play in world trade, international logistics and global supply chains. Port managers need to understand and be aware of the two main dimensions of modern seaports: ports as trade gateways and corridors and ports as logistics and distribution centres (Institute of Chartered Shipbrokers, 2010).

Question1. Do these statements agree with the information given in the above article?

Write true (T), false (F) or not given (NG) if there is no information. (5 marks)

- _____ 1. A port manager's responsibilities are to satisfy the needs of different port customers and users.
- _____ 2. The economic and trade approach of maritime business is similar to its logistics approach.
- _____ 3. The most effective and well-managed ports provide high-quality logistics and value-added services.
- _____ 4. Ports cannot be well-organized if they do not follow certain maritime business approaches.
- _____ 5. Ports are the key component of the maritime industry.

Question 2. Answer the following questions in complete sentences.

(6 marks)

1. How long has the demand for maritime transport been increasing dramatically? (0.5 mark)

2. What are some of the recent economic and trade developments? Mention *THREE* points. (1.5 marks)

3. What does the shipping or maritime business as a service sector depend on? (1 mark)

4. What are the two main aims of the integration and optimisation of different functions and processes of logistics? (1 mark)

5. What are the major dimensions of modern seaports that managers need to know? Mention all points. (2 marks)

Question 3. Match the words from the text with their correct meanings. Write the correct letter, 'a – j' in the 'Answer' column. (10 marks)

| Word | Answer | Meaning |
|------------------|--------|---|
| 1. demand | | a. a part or element of a larger whole |
| 2. significantly | | b. to put (a decision, plan, agreement, etc.) into effect |
| 3. unitization | | c. completely |
| 4. commerce | | d. the method used in dealing with something |
| 5. entirely | | e. a detailed, itemized list, report, or record of things |
| 6. approach | | f. the process or spreading or supplying something |
| 7. inventory | | g. by a large amount |
| 8. distribution | | h. the buying and selling of goods, especially on a large scale |
| 9. implement | | i. packaging (cargo) into unit loads |
| 10. component | | j. a quick request or requirement |

(Thesaurus, 2024) & (Cambridge, 2024)

Question 4. Fill in the blanks with appropriate words from the box according to the meaning of the text. There is *one* extra word. (5 marks)

| | | | | | |
|--------|-----------|---------|-----------|------------|--------|
| chance | effective | improve | logistics | identified | facets |
|--------|-----------|---------|-----------|------------|--------|

The logistics approach integrates transport with other components such as purchasing, production, storage, inventory management, and marketing. In this approach, ports are seen as “logistics and distribution centres” that 1. _____ the movement of goods and services within the entire transport and logistics chain and provide a 2. _____ to add value to the goods. Value can be added by offering services such as assembly of components, repacking, labelling, quality control and just-in-time distribution. The role of ports as logistics centres has been fully 3. _____ in recent years. It is not surprising to find that the most 4. _____ and well-managed ports in the world are those providing first-class ‘logistics and value-added services’. The port manager needs to understand the different 5. _____ of logistics management, how to properly apply and implement them within a port context (Institute of Chartered Shipbrokers, 2010).

Question 5. Change the following sentences from the text to active voice. (3 marks)

1. The demand for maritime transport is justified by the need to trade.

2. The port activity is considered as a sub-sector of the maritime industry by authorities.

3. The role of ports as logistics centres has been fully recognized in recent years.

Question 6. Complete the below sentences by using appropriate conditional forms. (2 marks)

1. If the port manager understands the different aspects of logistics management, he _____

2. The customer wouldn't have complained if _____

Text 2: Read the text and answer the following questions.

The Importance of Logistics in Business

Today, efficient logistics and transportation systems are important prerequisites for the development of any economy. In a modern competitive environment, it is not enough to offer a product that meets customers' requirements. The way of its delivery is also very important. The art and science of delivering goods with speed and precision can help businesses operate more efficiently, lower costs and gain new customers.

Logistics has evolved throughout centuries to become an integral part of every business. Logistics has been performed since the beginning of civilization. Raw materials and finished products always had to be moved, though on a small scale. Gradually, people began moving from rural to urban areas; the geographical distance between the point of production and the point of consumption increased considerably.

There was a time when companies used to develop a product range, plan their distribution channels, schedule marketing campaigns, and deliver the finished product to their retailers themselves. However, since the early 1990s logistics operations have become much more complex. The global logistics market has grown radically over the years.

The major benefits of efficient logistics operations can be summarized as follows:

- Cost savings by centralizing inventory management.
- Faster order fulfilment by relying on a global transportation network.
- Improved cash flow.
- Flexibility to change distribution patterns for new products based on ever-changing customer demands.

The main customer groups (market segments) served by the logistics industry are the following:

- Parcel and documents express delivery services.
- Freight by air, ocean, road or rail.
- Warehousing and distribution.
- Supply chain solutions.

Logistics is one of the spheres which still have potential as far as improving performance is concerned. There are large unused capacities in logistics processes in terms of cost reduction and quality of service.

(Myerson, 2015)

Question 7. Answer the following questions. Mention all points. Write TWO sentences for each question. (7 marks)

1. Are efficient logistics and transportation systems important requirements for the development of any economy? Why? Write your opinion. (2 marks)

2. Apart from meeting customers' requirements, what other factors are important in logistics and transportation systems? (1 mark)

3. From your point of view, why have logistics operations become much more complex recently? (2 marks)

4. There are large unused capacities in logistics processes. Think of *two* new ways of improving logistics processes. Write clear answers. (2 marks)

Question 8. Change the direct speech sentences from the text to reported speech. (5 marks)

1. "In a modern competitive environment, it is not enough to offer a product that meets customers' requirements", stated the author.

2. "Efficient logistics and transportation systems are crucial for economic development," stated the economist.

3. "Logistics has evolved significantly over centuries," explained the historian.

4. "The global logistics market will experience radical growth in the future," observed the logistics analyst.

5. "In the competitive environment, delivering products swiftly and accurately is highly important", stated the sales manager.

Question 9. Change the below sentences to passive voice.

(2 marks)

1. People have performed logistics since the beginning of civilization.

2. The logistics industry serves different business activities.

References:

Adrian, P & Nina, O. (2016). *Logistics Management Market Leader*. 3rd Ed. Pearson Longman.

Cambridge, (2024). *Cambridge Dictionary*. [Online].

Available at: <https://dictionary.cambridge.org/> [Accessed 03 April 2024].

Institute of Chartered Shipbrokers, (2010). *Port and Terminal Management*. 2nd ed. London: UK.

Myerson, P. (2015). *Logistics and supply chain Management*. Paul Boger: New Jersey

Thesaurus, (2024). *Thesaurus Dictionary*. [Online]. Available at: <https://www.thesaurus.com/> [Accessed 03 April 2024].

MLO & Bloom's Level of Complexity

| Q # | MLO Addressed | Complexity Level | Mark | Remark |
|------|---------------|--------------------------|------|--------|
| Q. 1 | 2 | Understanding/ Analysing | 5 | |
| Q. 2 | 2 | Understanding/ Analysing | 6 | |
| Q. 3 | 3 | Analysing | 10 | |
| Q. 4 | 2 | Understanding/ Analysing | 5 | |
| Q. 5 | 4 | Evaluating | 3 | |
| Q. 6 | 5 | Creating | 2 | |
| Q. 7 | 3 | Analysing/ Evaluating | 7 | |
| Q. 8 | 4 | Evaluating | 5 | |
| Q. 9 | 5 | Creating | 2 | |