

FALL ACADEMIC YEAR 2021 – 2022

Program	Year	Semester	Paper
LTM	1	1	MAIN
MODULE NAME:	Introduction to port		
MODULE CODE:	PPOR I.I	EXAM DATE:	11/01/2022
TEACHER'S NAME:	Hind Al Yaqoopi	DURATION:	120 Min

Questions to be answered on:	Allowed requirements	Number of pages
Space provided on the question paper	Pen, Pencil & Calculator	(Incl. Cover Page): 8

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 (No pencil)**.
- Answer written in **Pencil** will not be marked.
- Use the **pencil** only for **diagrams & graphs & drawing**.
- Show all the calculation steps in the given space.
- When finished submitting 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:	
STUDENT ID:	

	40
	10

Number of answer scripts:

Invigilator:

Student's signature:

Time of receipt:

Question 1. *port competition strategy must be built by identifying the sources of competitive advantage. (8 Marks)*

a. Why do you think is important for ports to identify their competitive advantages? **(2 Marks)**

b. What role the port **Manpower** plays to consider it as a Strength point and sometimes as Weaknesses to the port competitions? **(3 Marks)**

c. Can technology development, such as industrial revolution four (IR04), threaten the port business? Justify your answer by giving an example. **(3 Marks)**

Question 2. How to justify the different procedures of import and export of cargoes from port to port? (2 Marks)

Question 3. What examples can you use to support to prove that containerized services have changed the structure of ports and shipping? (3 Marks)

Question 4. Why has the increase in ships' size led to a need for larger and more efficient ports? (2 Marks)

Question 5. Using KPIs for performance measurement to ensure that you are always evaluating your business activities against a static benchmark. **(5 Marks)**

a. What is the value of using KPIs to the port managers? **(1 Mark)**

b. Give examples of the standards which may be used to evaluate KPIs within the port? **(2 Marks)**

c. Explain how each standard can improve performance of a port. **(2 Marks)**

Question 6. Correct the following statements if there are any mistakes and explain why it is wrong: **(4 Marks)**

a. Ports can be defined as (a business that can be used to handle cargo only). **(2 Marks)**

b. It's better if there is no port authority within the port **(2 Marks)**

Question 7. Added value services are one of the core strengths that adds flexibility and value to the supply chain. **(4 Marks)**

a. How can you estimate the results of providing added value services by any warehouse? **(2 Marks)**

b. Give examples about the added services within the warehouses? **(2Marks)**

Question 8. What elements can you choose to select the appropriate equipment to be used in the port? (2 Marks)

Global Ports Holding plans unveiled to expand Antigua cruise port

Global Ports Holding has started running the cruise port in Antigua as it expands it reach in the Caribbean. The deal to manage the port was made with the island's government February with up to \$50 million to be spent in the first year on a new berth and shops. The world's largest cruise port operator expects to bring "meaningful change to the cruise port experience and cruise tourism in Antigua and Barbuda". GPH plans to partner with local operators to enhance shore excursion opportunities and support local efforts to regenerate tourist attractions. "By working in partnership with all stakeholders, we believe St John's cruise port will act as a catalyst for meaningful economic growth in Antigua and Barbuda," the company said. St John's cruise port in Antigua handled 800,000 passengers in 2018 with plans to raise annual numbers to more than one million a year in the medium term. The company will finance the completion of the new berth that will be capable of berthing the largest 5,000-plus passenger ships. The addition of St John's cruise port to GPH's portfolio is expected to increase its total passenger volumes for 2020 to almost 13 million. It follows the company starting to operate Nassau cruise port in the Bahamas and a bid to run Puerto Rico port. GPH CEO Emre Sayin said: "The commencement of this agreement is a significant milestone for GPH and is a further endorsement of our operating capabilities and the benefits that our stakeholder partnership approach can bring to cruise destinations, passengers and the local population. "The addition of the cruise port operations in Antigua to GPH's portfolio builds on the group's recent success in the Caribbean. "From a standing start just over a year ago, GPH's Caribbean operations will soon be delivering as many earnings as its Mediterranean operations did in 2018." (Phil Davies,2019)

Question 9. Use the article to answer the following questions: (10 Marks)

- a. What is the total capacity of the vessels that will be received after the expanded? (1 Marks)

- b. How will Privatization help Antigua cruise port to be more efficient? (2 Marks)
- c. List the most important criteria for Cruise port? (3Marks)
- d. Compare and contrast the cruise terminal and ferry terminal in terms of facilities, use, and vessels design? (4 Marks)



END OF EXAM...

- Phil Davies. (2019) *Plans unveiled to expand Antigua cruise port* [Online]. Available at: <http://www.travelweekly.co.uk/articles/347557/plans-unveiled-to-expand-antigua-cruise-port> (Accessed: 30 December 2020)