



MUNHUMUTAPA SCHOOL OF COMMERCE
Department of Management Studies

EXAMINATION PAPER

BACHELOR OF COMMERCE
MODULE NARRATION

PART 2 SEMESTER 2
PASSENGER AND CARGO
MANAGEMENT

CODE

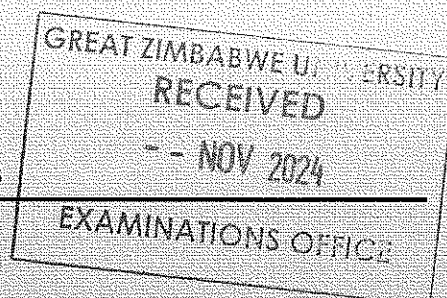
HLT 222

DATE

2024

DURATION

3 HOURS



INSTRUCTIONS TO CANDIDATES

1. ANSWER **QUESTION 1** IN **SECTION A** AND ANY **THREE (3)** QUESTIONS FROM **SECTION B**.
2. **QUESTION 1** CARRIES **40 MARKS** AND **ALL** OTHER QUESTIONS CARRY **20 MARKS** EACH.
3. AS MUCH AS POSSIBLE **CITE RELEVANT EXAMPLES**

SECTION A: (COMPULSORY)

QUESTION 1

Stakeholder management is the process by which you organize, monitor and improve your relationships with your stakeholders. A good stakeholder management process will be the means through which you are able to coordinate your interactions and assess the status and quality of your relationship with various stakeholders. From planning, to design, and delivery, effective stakeholder engagement truly adds value at every stage of a transport project. Capturing and incorporating community and stakeholder expertise, local knowledge, ideas, and feedback strengthens decision making. And, by understanding your stakeholders' perceptions, you can truly raise the profile of transport projects and build community ownership of outcomes.

Picture a city that deals with increased traffic congestion and pollution due to an outdated transportation system. To address these concerns, the city's transport authorities decide to develop a new public transit project. But, instead of solely relying on technical expertise, they initiate a comprehensive stakeholder engagement process. This enables them to evaluate the social and environmental impacts and cater to transportation needs by collecting input from stakeholders and the community.

You see, when your stakeholders provide input about their needs and concerns, you are making sure that they are not only given a voice but they are heard. Engaging with stakeholders gives you valuable insights into people's behaviour and perceptions. Whether this is travel behaviour, commuter experiences, or safety concerns, this helps you figure out your stakeholders' preferences when you are evaluating different options.

Discuss the following five essential steps for stakeholder engagement in transportation. The steps involve engaging with stakeholders to promote a sustainable and inclusive future for transportation:

- 1.1 Identifying key stakeholders **(8 Marks)**
- 1.2 Gathering diverse perspectives **(8 Marks)**
- 1.3 Considering environmental and social impacts **(8 Marks)**
- 1.4 Actively listening to stakeholders **(8 Marks)**
- 1.5 Integrating stakeholder input in the planning process **(8 Marks)**

QUESTION 2

2.1 Discuss how the length of haul relative to travelling and shipping is an important characteristic in determining modal choices. **(8 Marks)**

2.2 Even if containerisation conveys numerous advantages to freight distribution, it does not come without challenges. Discuss **(12 Marks)**

QUESTION 3

One of the most prevalent challenges within the City of Harare occurs when transport demand exceeds transport supply. Discuss any six major causes and effects of this scourge and suggest mitigatory strategies.

(20Marks)

QUESTION 4

4.1 Discuss the four risk response strategies detailing how they can be applied as solutions to a plethora of risks bedevilling travelling and shipping in Zimbabwe. **(10 Marks)**

4.2 Considerable transportation cost savings can be achieved through consolidation. Outline any three ways to achieve consolidation. **(10 Marks)**

QUESTION 5

5.1 Outline the main policy instruments covered in the National Transport Policy highlighting their importance to national development? **(10 Marks)**

5.2 Interrogate any four regulations that mandate the means by which dangerous goods are handled, packaged, labelled and transported. **(10Marks)**

QUESTION 6

6.1 Highlight how urban productivity is highly dependent on the efficiency of its transport system between multiple origins and destinations. **(10 Marks)**

6.2 Using more than one mode can lead to transportation services having reasonable trade-offs between cost and transit time. Discuss any three practical common intermodal combinations that turn out to be convenient.

(10 Marks)

END OF EXAM