

PAST PAPERS

Faculty	Department / Section/Division
Not Applicable	Learning Resource Centre

Past Papers

Faculty of Humanities & social Sciences
Department of Logistics & Transportation

**Bsc.in International Transportation
Management and Logistics
Transportation
(Year 3 – Semester I)
2016-2022**

Document Control & Approving Authority	Senior Director – Quality Management & Administration
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Faculty of Management and Social Sciences
Department of Logistics & Transport
BSc in International Transportation Management and Logistics
Course CODE: COM550

Year 3 Semester I
SEMESTER END EXAMINATION
International Economics – ECON0320

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2022.03.24

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Write the correct answer on the answer book.

According to the Central Bank Report of Sri Lanka 2020,

- 1) The share of Industrial exports in total exports,
 - (a) 23%
 - (b) 12%
 - (c) 76%
 - (d) 44%
- 2) The major Industrial exports of Sri Lanka is,
 - (a) Textile and Garment
 - (b) Leather, travel goods and footwear,
 - (c) Rubber products
 - (d) Gems, diamonds and jewelry
- 3) The major imports under the intermediate good of Sri Lanka is,
 - (a) Chemical products

- (b) Fuel
 - (c) Textiles and Textile Articles
 - (d) Plastic and Articles
- 4) Major Export Destination of Sri Lanka is,
- (a) UK
 - (b) India
 - (c) Middle East
 - (d) USA
- 5) Highest imports by Origin to Sri Lanka is,
- (a) India
 - (b) China
 - (c) Singapore
 - (d) EU
- 6) Number of trading partners consider for calculation of NEER and REER
- (a) 8
 - (b) 24
 - (c) 48
 - (d) 12
- 7) Gross External Debt Position as % of GDP in 2020,
- (a) 10.1
 - (b) 50.8
 - (c) 60.9
 - (d) 16.7
- 8) Trade balance of Sri Lanka as a percentage of GDP in 2020 is,
- (a) -1.3
 - (b) -7.4
 - (c) -6.4
 - (d) -9.5
- 9) Which one is incorrect about current account of Sri Lanka in 2020 is,
- (a) Current Balance is a surplus
 - (b) Primary income account balance is deficit

- (c) Workers' remittance is more contributed to secondary income accounts.
- (d) It has a trade deficit.

10) Largest share of exports recorded under preferential trade Agreements of Sri Lanka is,

- (a) South Asia Free Trade Agreement.
- (b) GSP +
- (c) Indo Sri Lanka Free Trade Agreement
- (d) Asian Pacific Trade Agreement

Question 02

- (a) Explain that theory of Absolute Advantage and the Theory of Comparative Advantage in international trade using following figures, assume that each nation has 120 labour hours. Explain using Production Possibility Curves.

Country	Labour hours needed to produce one unit of	
	Capital good	Consumers' good
USA	12	3
India	24	4

(10 Marks)

- (b) How does the exchange rate between nation determine? (05 Marks)

- (c) What do you mean by Offer Curve? (05 marks)

Question 03

- (a) Explain the terms "factor abundance" and "factor intensity" using appropriate real-world examples. (10 Marks)
- (b) Illustrate H-O model and H-O-S model with respect to your information given in part (a) (10 Marks)

Question 04

Total welfare of the nation is determined by combination of producers' surplus and the consumers' surplus. Explain that change in welfare of nation with international tariff. (20 Marks)

Question 05

- (a) Countries are integrated by discriminatively reducing or eliminating trade barriers only among the nations joining together. What are the types of economic integrations in the world? (10 Marks)
- (b) Distinguish between Trade creating custom union from trade diverting custom union. (10 Marks)

Question 06

- (a) Briefly explain the sub accounts of current account of Balance of payment with appropriate credit and debit transactions. (08 Marks)
- (b) Explain the relationship between National Accounting and Balance of payment. (06 Marks)
- (c) Explain the relationship between inflation and Balance of payment (06 Marks)

Question 07

Under the floating exchange rate system, the value of rupee in term of the foreign currency determine according to the supply of respective foreign currency & demand of it. Exporters , importers and investors are followed different actions to mitigate risk of exchange rate fluctuations. Do you agree? explain this statement (20 marks)

Question 08

Write down short note on any four (4) of the following

- (a) Nominal Effective Exchange Rate
- (b) Term of Trade Equilibrium
- (c) Conditions more like to increase welfare of customs Union
- (d) Optimum Tariff
- (e) Fixed exchange rate regime
- (f) J- curve effect

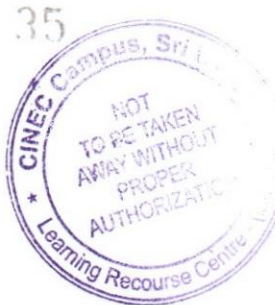
(4* 5 Marks)

-----END OF THE QUESTION PAPER-----

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Faculty of Management and Social Sciences
Department of Logistics & Transport
BSc in International Transportation Management and Logistics
Course CODE: COM550



Year 3 Semester I

SEMESTER END EXAMINATION

Procurement Management – PMGT0347

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2022.03.22

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

Strategic analysis means the process of handling research on a company and its operating environment to formulate a strategy. The definition of strategic analysis may differ from an academic or business perspective, but the process involves several common factors. Strategy is the grand design or an overall 'plan', which an organization selects in order to move or react towards the set objectives by using its resources. Strategic procurement ensures timely supply of goods and services in line with the organization's business goals, while reducing risk within the supply chain.

(a) Companies prefer using strategic procurement for a number of reasons.

- (i) Define the term "strategy". (01 Marks)
- (ii) What are the common factors involving in strategic analysis? (02 Marks)
- (iii) Give three methodologies which are used to study the market efficiently. (02 Marks)



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- (iv) It is recommended to use SMART goals when setting up your procurement strategy. What does mean by SMART here? (02 Marks)
- (v) Name main three types of purchasing systems used in different organizations. (02 Marks)
- (vi) What does mean by "purchasing devolution". (01 Mark)

(b) "The Kraljic Portfolio purchasing model was formed by Peter Kraljic and it appeared in the Harvard Business Review in 1983".

- (i) Draw a basic matrix diagram of Kraljic portfolio model. (06 Marks)
- (ii) Write the characteristics of bottleneck items with appropriate examples. (04 Marks)

Question 02

Acquisition of external resources by the government using public funds, grants & gifts under public procurement rules is the scope of public procurement management. It doesn't mean solely that public body - buying something. The purpose of public procurement may be making value for money.

- (a) Governments are expected to carry it out efficiently and with high standards of conduct in order to ensure high quality of service delivery and safeguard the public interest.
 - (i) Point out five major public procurement objectives. (04 Marks)
 - (ii) Define the term "contract". (01 Marks)
 - (iii) Name five key contract pricing mechanisms. (05 Marks)
- (b) Explain new developments in public sector procurement. (10 Marks)

Question 03

It is of high importance to acquire resources of the right quality, delivered at the right quantity, to the right place, at the right time and even more important at the right price. The buyer doesn't look at the price the same way the seller does. To a buyer, price is an element in the total cost of ownership and this will be compared to the value of the product or service which has to offer.

- (a) Divide factors affecting pricing decisions into internal & external factors (Five factors per each). (10 Marks)
- (b) Illustrate price analysis and cost analysis separately. (10 Marks)

Question 04

International trade is the exchange of goods and services between countries or else economic transactions that are made between countries. Global sourcing is one part of international trade. Sourcing overseas refers to buying materials, products or services from manufacturers or suppliers that are located outside of your home country. Nowadays, a large number of organizations consider sourcing as a viable option for cutting down their expenses. However, the procurement journey of organizations is not so simple as it may seem. Large-size business firms especially MNCs face numerous hardships when they try to customize their cross-border sourcing activities. Incoterms are incorporated in contracts for the delivery of goods worldwide and provide guidance to importers, exporters, lawyers, transporters, insurers and students of international trade.

- (a) When global sourcing being practiced, agreeing to correct INCOTERMS is a must.
- (i) INCOTERMS are segregated into two different types mainly. What are they? (02 Marks)
- (ii) Give four INCOTERMS for the above types given in (i). (08 Marks)
- (b) Explain why international sourcing is needed. (10 Marks)



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Question 05

Choose the wrong supplier and you could face shipping delays, poor quality and product returns. But choose the right supplier and you'll be on your way to quality products and satisfied customers. When you're trying to find a manufacturer to produce your consumer products, due diligence is essential. You need to look for a supplier that matches your business needs as closely as possible.

- (a) One of procurement's most important duties has been identifying and aligning their organizations with reliable suppliers. These sources not only have to meet shipping timelines, pricing parameters, and quality standards, but the best ones also have to be able to do this over and over again on a long-term basis.
- (i) List down five most important attributes to focus on during your supplier search. (05 Marks)
- (ii) Give five different types of sourcing. (05 Marks)
- (b) Sourcing process is a strategic movement with sequence of steps. Justify the statement using proper examples & knowledge. (10 Marks)

Question 06

You are the procurement manager in a small manufacturing organization. The company is considering moving towards an E-procurement system. Imagine that you are assigned to write a report to be submitted to the CEO of the company, elaborating below mentioned;

- (a) Define the term E-procurement. (04 Marks)
- (b) Write the benefits of E-procurement using appropriate examples. (09 Marks)
- (c) List the barriers for E-procurement in third world countries. (07 Marks)

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Question 07

- (a) Define the term 'Outsourcing' with examples. (03 Marks)
- (b) Identify the benefits of outsourcing. (05 Marks)
- (c) Identify the pitfalls of outsourcing. (05 Marks)
- (d) List the precautions which should be taken by the organizations proactively in order to make sure that the concept of outsourcing theory works in their organization. (07 Marks)

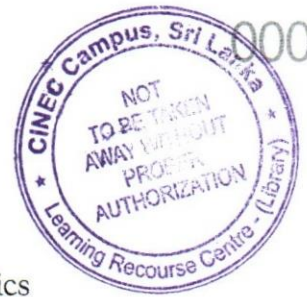
Question 08

Write short notes for selected four topics. (5*4 Marks)

- (a) Total Cost Ownership
- (b) Hedging with Future Contracts
- (c) Hard Commodities
- (d) Problems in International Sourcing
- (e) Types of Capital Equipment
- (f) Negotiation Strategies

-----END OF THE QUESTION PAPER-----

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Course CODE: COM550

Year 3 Semester I

SEMESTER END EXAMINATION

Environmental and Social Impact of Transport and Logistics – ESTL0309

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2022.03.18

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

- a) Discuss in your own words, how freight transportation contributes to various problems such as congestion in urban context of Sri Lanka.
(10 marks)
- b) Prepare a report regarding "How to improve mobility options in Sri Lanka".
(10 marks)

Question 02

- a) Elaborate how "Transportation conveys substantial socioeconomic benefits, but at the same time, transportation is impacting environmental systems".
(06 marks)
- b) Explain how mobility comes at a partial cost to the user and a full cost to the society and environment?
(06 marks)

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- c) Explain in your own words how urbanization has led to motorization indirectly in the developing world?

(08 marks)

Question 03

- a) Even though there're various forms of environmental pollutions, air pollution is known to be the most important source of environmental externality of transportation. Do you agree or disagree? Elaborate your answer.

(07 marks)

- b) Differentiate between the pros and cons of centralized and diffused networks in terms of the emission level created by each network.

(05 marks)

- c) Elaborate in your own words, how global warming is indirectly affected by transportation.

(08 marks)

Question 04

- a) **"Increasing globalization has led to a strong increase in international shipping activity"**. Do you agree with this statement? Support your answer with real world examples.

(10 marks)

- b) There're numerous ways in which the ocean is polluted, mention and elaborate those numerous ways where ships pollute the environment in detail.

(10 marks)

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Question 05

- a) Transportation systems worldwide are undergoing a shift from supply side techniques to demand management. Identify such demand management strategies and explain how they can be used to improve the transportation system of Sri Lanka. (10 Marks)
- b) Sri Lanka incurs a massive financial and man-hour loss due to traffic congestion. Traffic congestion is one of the most serious problems in big cities like Colombo and Kandy. Discuss on Intelligent transport systems (ITS) that can be used to reduce the road traffic congestion. (10 Marks)

Question 06

- (a) 'Conducting an Environmental Impact Assessment (EIA) has a long-term aim and objectives.' Explain this statement. (04 Marks)
- (b) Prepare the scoping impact of a proposed expressway from Kandy to Dambulla. (09 Marks)
- (c) Explain why public involvement in an EIA is important, especially in transport projects. (07 Marks)

Question 07

- a) Identify 3(three) alternative fuels that are in use today and its sources. (03 Marks)
- b) Discuss the advantages and disadvantages of using alternative fuels for transport activities in comparison to use of petroleum. (09 Marks)
- c) Explain Four types of physical work related to human activities which requires energy. (08 Marks)



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Question 08

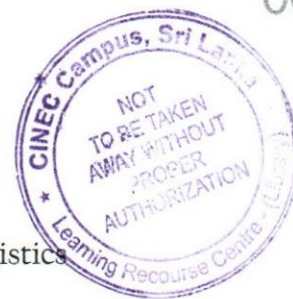
Write shorts notes on the below topics.

- a) Terms of references. (05 marks)
- b) Principles of efficient pricing. (05 marks)
- c) Paradox of mobility (05 marks)
- d) Behavioural factors of air pollution (05 marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

SEMESTER END EXAMINATION

Airline Business Management – ABMG0308

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2022.03.15

Pass mark: 50%

Time: 03 Hours

Question 01: Compulsory

- For continued airworthiness, standards are set for performing maintenance tasks. Briefly explain why aircraft maintenance is important. (05 Marks)
- Differentiate between Preventive maintenance and Corrective maintenance. (06 Marks)
- Explain the 3(three) levels of scheduled maintenance. (09 Marks)

Question 02

- Economically evaluate the fleet planning process making suitable assumptions. (10 Marks)
- “Micro approach is more suitable than the macro approach for airline fleet planning”. Do you agree or disagree? Justify your opinion. (10 Marks)



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Question 03

- (a) The spread of the coronavirus has caused airlines to reconsider the airline planning processes. The change in the behavior of passengers following the COVID-19 crisis, travel restrictions and the resulting economic crisis have resulted in a dramatic drop in demand and supply of airline services. Taking the outbreak of COVID -19 as a reference explain factors that affects demand of airline services. (20 Marks)

Question 04

- (a) Airlines use a differential fare structure to maximize revenue. Explain how airlines use fare rules in pricing to differentiate business travelers and leisure travelers. (10 Marks)
- (b) In airline planning, after the flight schedule is developed and aircraft are assigned to cover all the flight legs in the schedule, crew work schedules are constructed. Crew scheduling is composed of two stages. Explain in detail the two stages. (10 Marks)

Question 05

- (a) Briefly explain the 4(four) steps of the flight schedule planning process. (08 Marks)
- (b) Flight schedule represents the foundation or basis of the airline product. There are conflicting objects the schedule planner attempts to balance during the development of a flight schedule. Explain such conflicts between revenue maximization and cost minimization with suitable examples. (12 Marks)



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Question 06

- (a) An airline's product is an intangible one which is instantly perishable and cannot be stored. Identify the Core service, Actual Service, Augmented service and Potential service of an airline's product. (08 Marks)
- (b) Explain Marketing communication techniques used for promotions in the airline industry. (12 Marks)

Question 07

- (a) Differentiate between online travel agents and meta search engines. (08 Marks)
- (b) Human Resource Manager from ABM company states that it is more beneficial to arrange their overseas travel by going through a travel agent. Agree or disagree. Explain your answer. (12 Marks)

Question 08

- (a) Human factors are a multidisciplinary field devoted to optimizing human performance and reducing human error. Explain factors that affects human performance in aviation with examples. (20 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

SEMESTER END EXAMINATION

Transport Contract and regulations – TRCR0333

- This paper consists of EIGHT questions on EIGHT (08) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2022.03.13

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

1. Select the most appropriate answer from below.

- (I) An offer which requires acceptance to be communicated to the offeror in a specified method, can be accepted by any method.
 - (II) A legal contract is formed as soon as there is an offer and acceptance.
 - (III) Offer has to be conveyed to the offeree. The offeree cannot accept an offer unless he knows of its existence.
- A) 1st and 2nd statements are wrong.
 - B) 1st statement is wrong.
 - C) All Statements are correct.
 - D) The 2nd statement is wrong.



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02. Which of the following statements are True?

- (I) An exclusion clause may be inserted into a contract to exclude or limit one party's liability for death or injury due to negligence.
- (II) Silence is not considered as a valid acceptance.
- (III) In English Law, the contracts are not valid (unless under seal), without consideration.

- A) I only.
- B) II Only.
- C) III Only.
- D) I and II.
- E) II and III.

03. Which of the following statements are True?

- (I) Force Majeure is a concept of French law.
- (II) When a contract is frustrated, it will excuse a party for non-performance of a particular obligation but the contract shall be continued.
- (III) When the concept of force majeure applies, the contract can be brought to an end without parties being responsible for their obligations.

- A) I only.
- B) II Only.
- C) III Only.
- D) I and III.
- E) II and III.



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04. Which of the following statements are True?

- (I) The principal gives his consent to an agency by express agreement.
- (II) The principal gives his consent to an agency by ratification.
- (III) The principal needs to give his consent for creation of an agency by implied agreement.

- A) I only.
- B) II Only.
- C) III Only.
- D) I and II.
- E) II and III.

05. Which of the following statements are True?

- (I) The main function of an agent is to bring his principal into a contractual relationship with third parties, provided that the agent acts within the given authority by his principal.
- (II) The principal has the option either to ratify or reject the action of his agent, if the agent has acted beyond the authority given by the principal.
- (III) The principal must ratify all actions of his agent.

- A) All.
- B) II Only.
- C) III Only.
- D) I and II.
- E) I and III.



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06. Which of the following statements are True?

- (I) The principal is liable for any contract of his agent.
- (II) The principal acquires rights and liabilities under a contract entered into by his agent, with principal's prior approval.

(III) The Important feature of an agency relationship is that the agent by his act "with in the real authority given by his principal", affects the principal's legal position towards third parties.

- A) All
- B) II Only.
- C) III Only.
- D) I and II.
- E) II and III.

07. Which of the following statements are True?

(I) The purpose of an appointment of an agent is to transfer all responsibilities of the principal to the appointed agent, when the agent acts within his actual /real authority granted by the principal.

(II) The purpose of an appointment of agent is for the convenience and to use the agent's expertise.

(III) The purpose of an appointment of agent is to reduce the cost of the principal.

- A) All
- B) II Only.
- C) III Only.
- D) I and II.
- E) II and III.



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08. Select the most appropriate answer from below.

(I) A revocable L/C can be revoked at any time by the issuing bank without consent from the seller.

(II) Documentary credit is a contract between the Buyer and the Seller.

(III) The documentary credit is a contract between the issuing bank and the seller.

A) 1st and 2nd statements are correct.

B) 1st statement is wrong.

C) All statements are correct.

D) The 2nd statement is wrong.

09. Select the most appropriate answer from below.

(I) Credit is a separate and independent of the corresponding sales contract between the buyer and seller.

(II) In UCP 600 the irrevocable L/C has not been expressly defined but broadly covered in the Article 3

(III) Revocable L/C cannot be changed, reversed, revoked and needs the consent of all parties to revoke same.

A) 1st and 2nd statements are correct.

B) 1st statement is wrong.

C) All statements are correct.

D) The 2nd statement is wrong.



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10. When an irrevocable documentary credit is issued,
- (I) Buyer is assuring the seller of the payment.
 - (II) Issuing Bank assures seller for the payment and undertaking to pay on behalf of the buyer through another bank.
 - (III) The seller should be vigilant with regard to the credit worthiness of the issuing bank.
-
- A) 1st and 2nd statements are correct.
 - B) 1st statement is wrong.
 - C) All statements are correct.
 - D) The 2nd statement is correct.

(02 Marks*10)

Question 02

- (a) Explain the functions of the Bill of lading issued to a non-chartering shipper. (10Marks)
- (b) Explain the function of the Bill of lading issued to a shipper, who is also the charterer of the vessel. (05Marks)
- (c) Explain at which situation the Bill of lading creates a contract. (05 Marks)



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Question 03

On the 2nd of April 2021 Kamal, the sales executive of ABC shipping lines (Pvt) Ltd offered an ocean freight rate of USD 5000 per 20' from Colombo to Hamburg to Mr. Sunil, the MD of Heladiva exports (Pvt) Ltd.

Kamal agreed to carry 5 TEUs with confirmed space on their vessel due on the 10th of April.

On the 3rd of April Mr. Sunil sent an e mail as a response to Kamal's offer, with the following wordings. "Heladiva exports (pvt) Ltd will hand over 5 x 20's to Hamburg to ABC shipping line at USD 4500 per 20'.

Kamal released his space to another shipper. Heladiva exports (pvt) Ltd could not secure space on the agreed voyage and Heladiva's buyer has demanded them to air freight the entire shipment.

Mr. Sunil wants to file action against ABC shipping lines (pvt) Ltd for breach of contract. You are requested to advise Mr. Sunil under English Law.

(20 Marks)

Question 04

(a) Explain the importance of INCOTERMS in international trade.

(04 Marks)

(b) Write short notes on the following INCOTERMS explaining the costs and risk passing point.

(16 Marks)

- (i) CIF
- (ii) FOB
- (iii) DDP
- (iv) Ex-Works



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Question 05

Explain the Alternative Dispute resolution methods, its applicability to the shipping business and list down advantages and disadvantages.

(20 Marks)

Question 06

Write a comprehensive report on the concept of General Average and the main requirements that need to be satisfied, when a general average contribution be claimed.

(20 Marks)

Question 07

(a) What is a charter party? Briefly explain the three types of charter parties.

(10Marks)

(b) Common law implies 5 terms into every voyage charter party. Explain each of them.

(10Marks)

Question 08

List down different types of Liens and explain each of them.

(20 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

SEMESTER END EXAMINATION

Marketing Management – MRKT0371

- This paper consists of EIGHT questions on FIVE (05) pages.
- ~~Answer FIVE Questions including Question 01.~~
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2022.03.11

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

Daraz Sri Lanka

The emergence of Internet technologies greatly impacts on the consumer's daily activities and many offline activities have now migrated to the online environment. Online shopping today is not a new phenomenon. From the evolution of the internet to accelerated digitalisation to the booming e-commerce industry, people have come a long way to make life simpler.

Daraz is a household name among the Sri Lankan online shopping community. Having begun its operations just over five years back, the e-commerce giant today has transformed the way people view digitalisation and the abundant opportunities that comes with it. Supported by the strength of the Alibaba Group, Daraz is transforming into the fastest-growing e-commerce platform in the region. Supported by cutting-edge technology, tailored marketing, and data and service solutions Daraz Sri Lanka hosts a



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growing base of 2.5 million users, over 125,000 registered sellers and at any given time, over 4.5 million products are being advertised and sold on the platform.

Daraz's logistics company, DEX, delivers more than 50,000 packages to consumers every day, and a majority of those 50,000+ packages are sold by local sellers that operate on the platform. Daraz is focused on delivering excellent customer experiences, ease of purchase, comprehensive customer care, and a hassle-free shopping and returns experience.

After nearly two decades of war, which disrupted normal life and economic activities, the telecoms sector has exhibited strong growth in Sri Lanka. The number of active SIM cards has increased from a mere 0.43 million in 2000 to about 28.2 million in 2017. By 2019, the total number of cellular mobile connections had grown to 33.5 million, with over 12.5 million broadband and dial-up internet connections. Further, a sharply increasing trend in telecoms usage, especially in mobile usage, can be observed during Covid 19 pandemic in many countries including Sri Lanka. With this growth in the telecommunication sector, e-commerce in Sri Lanka seems to be developing fast.

Although e-commerce is already established in Sri Lanka, the degree of its penetration and adoption is still seems to be limited. The country has considerable potential to expand e-commerce. It can be said that currently not more than 10 per cent of commerce is technology driven. This indicates that great potential remains untapped.

The main challenges to faster and wider diffusion of e-commerce among consumers are low penetration of internet. Low level of adoption of e-payment modalities arising from limited credit card/debit card penetration is another challenge to wider diffusion of e-commerce. Lack of trust, awareness, and skill among the general population in e-commerce is another factor that contribute for low penetration in e-commerce.

Sri Lanka has taken various significant steps towards creating an enabling environment for ICT use within the government and in society at large. To encourage e-commerce, the government has passed several laws aimed at facilitating e-government and e-commerce.



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Logistics and transport in the country is multimodal, with a developed network of roads, rail and air transport, as well as a wide network of waterways and port infrastructure, which is an important part of successful e-commerce ecosystem. The government has also, in the recent past, initiated a number of projects and programmes to improve roads, expand road connectivity and improve materials-handling systems at the ports.

The above data has been based on a real-life situation, but details have been changed for assessment purposes and may not be an accurate reflection of reported news.

Using the given information in the case study you are required to prepare a SWOT analysis for Daraz Sri Lanka. (20 Marks)

Question 02

As a Marketing Manager you might expect to have a well-resourced and managed Marketing Information System (MIS). Though, some information is available but neither the form nor the accessibility of the data is entirely suitable for marketing purposes. Using a company of your choice, prepare a brief report for the IT Manager that explain how Marketing Information System (MIS) should function for managers to make correct decision in this turbulent environment. (20 Marks)

Question 03

You are the Marketing Director of a manufacturer of high-quality bathroom equipment, but sales and profits have been declining for some time.

- a) With the aid of a diagram, discuss the key stages of the product life cycle (15 Marks)
- b) Recommend a price adjustment strategy that they could use for improving sales. (05 Marks)



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Question 04

As a Marketing Assistant working within the marketing department of a global internet-based clothing brand, you have been asked by your manager to produce a report for your marketing department that:

- a) Explain decisions that company make when designing a suitable channel for the company. (16 Marks)
- b) Recommend a suitable marketing communication tool that your organization could use to communicate with its target market effectively. (04 Marks)

Question 05

You are working for a newly established telecommunication services provider as an assistant marketing manager.

- c) With reference to the consumer buyer decision process, explain the five (05) stages a consumer may go through in selecting a telecommunication service. (10 Marks)
- d) Identify two (02) buyer characteristics that could influence their behavior in choosing a telecommunication service provider. (10 Marks)

Question 06

Perera & Sons is a small independent bakery that supplies and markets pastries and bakery items such as buns, patties, cakes, etc. mostly in Western region. They wish to substantially grow their business around the country.

- (a) Recommend how Perera & Sons could segment the market using two suitable bases (You are required to discuss both main bases and suitable sub criteria). (10 Marks)



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- (b) Explain two suitable value differences that you suggest using for positioning the company offer. (10 Marks).

Question 07

As a Marketing Consultant engaged by a not-for-profit hospital, prepare a report for the Senior Director of the hospital which:

- (a) Justifies why a hospital need to be marketing oriented (10 marks)
(b) Discuss the challenges faced by not-for-profit organization such as hospitals when implementing a marketing orientated approach? (10 marks)

Question 08

You work for a large national insurance company based in a country of your choice. You have been asked by your manager to produce a report for all local and regional managers, that explain how the extended marketing mix elements could be used to gain competitive advantage for the company. (20 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

SEMESTER END EXAMINATION

Port Loading and Unloading Techniques – PORT025I

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2022.03.10

Pass mark: 50%

Time: 03 Hours

Question 01(Compulsory)

What are the current Container Terminal Handling facilities at?

- | | |
|-----------|-----------|
| I. JCT | (5 Marks) |
| II. ECT | (5 Marks) |
| III. SAGT | (5 Marks) |
| IV. CICT | (5 Marks) |

Question 02

a) What are the different Cargo Terminal Handling facilities at?

- | | |
|-------------------------|-----------|
| I. Port of Hambantota | (5 Marks) |
| II. Port of Trincomalee | (5 Marks) |

b) Explain the difference between Direct and Indirect Terminal Operation and give examples

(10 Marks)

Question 03

a) What are the advantages & disadvantage of Containerization? (10 Marks)

b) What are the container sizes & types of containers? (5 Marks)

c) What is OOG and explain how those containers are handled in the terminal? (5 Marks)





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Question 04

"Container Terminal"

- a) Explain why container terminals need planning? (04 Marks)
- b) What are the six types of terminal planning? (04 Marks)
- c) Name four sizes/generations of STS Ship to Shore Gantry Cranes & how many containers across a ship can be handled? (08 Marks)
- d) Name four spreader attachments that fix to STS Gantry Crane? (04 Marks)

Question 05

- a) Name Automated Container Terminal Handling Equipments under
 - a. Quay Transfer Operation
 - b. Storage / Stacking Operation (05 Marks)
- b) Draw an overview of a container terminal operation and highlight Import/Export/Transshipment operation (flow chart)? (10 Marks)
- c) Name the staff categories that need for Ship operation & Yard Operation (05 Marks)

Question 06

- a) Name different types of RO -RO Vessles? (05 Marks)
- b) What are the different types of Terminal Planning required for a RO - RO Terminal? (05 Marks)
- c) What are the human resources required for Automobile Handling RO-RO Terminal? (05 Marks)
- d) List out safe operation best practices adopted for safe damage/accident free operation? (05 Marks)

Question 07

"General Cargo/Break Bulk Cargo /Conventional Cargo Handling Multi Purpose Terminal"

- a) What is POSCOD stand for? (04 Marks)
- b) Name different ship based cargo handling equipments? (04 Marks)
- c) Name different shore based cargo handling equipments & gears? (04 Marks)
- d) How to improve ship discharging and loading operation Hook Cycle Time?



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- e) What are the factors that affect quay transfer operation Cycle Time? (04 Marks)
 (04 Marks)

Question 08

- a) List out modern cruise terminal facilities that should be available in a port to handle cruise passengers. (05 Marks)
- b) Name five different Liquid Bulk cargo types & briefly explain the operation? (05 Marks)
- c) Name five different Dry Bulk cargo types & briefly explain the operation? (05 Marks)
- d) Describe following abbreviations used in Port Business (05 Marks)
- | | | | | | |
|--------|--------|--------|---------|--------|--------|
| 1) LOA | 2) ETA | 3) ETB | 4) ETC | 5) CFS | 6) EIR |
| 7) SWL | 8) OOG | 9) IMO | 10) RTG | | |

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

REPEAT EXAMINATION

Airline Business Management – ABMG0308

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2020.07.31

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) Differentiate between Crew pairing and Crew rostering. (04 Marks)
- (b) An airline's product is an intangible one which is instantly perishable and cannot be stored. Identify the Core service, Actual Service, Augmented service and Potential service of an airline's product. (08 Marks)
- (c) Briefly explain marketing communication techniques used for promotions in airline marketing. (08 Marks)

Question 02

- (a) Core areas of airline operations can be categorized as Flight operations, Ground operations and Maintenance and engineering. Briefly explain activities that come under any 2(two) such operations. (08 Marks)
- (b) An Air Service Agreement (ASA) is to be signed between New Zealand and Nepal. Newzeal Airways is an airline whose home state is New Zealand. Identify which freedom of air is given by each example. (04 Marks)

I.	A flight between Kathmandu (Nepal) and Bharatpur (Nepal), flown by Newzeal Airways.	
II.	A flight from Australia to Nepal, through New Zealand flown by Newzeal Airways.	



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III.	A flight from New Zealand to Kathmandu (Nepal) and from Kathmandu (Nepal) to Bharatpur (Nepal), flown by Newzea Airways.	
IV.	A flight between Nepal and Russia, flown by Newzea Airways without operating to New Zealand.	
V.	A flight from Nepal to New Zealand, flown by Newzea Airways.	
VI.	A flight from New Zealand to Nepal and from Nepal to Russia, flown by Newzea Airways.	
VII.	A flight from New Zealand to Russia, flown by Newzea Airways, overflying Nepal.	
VIII.	A flight from New Zealand to Russia, flown by Newzea Airways, with a stop in Nepal for refueling.	

- (c) Explain the benefits and drawbacks of adopting an open skies policy for air transportation of Sri Lanka. (08 Marks)

Question 03

- (a) Briefly explain what is meant by flight scheduling and list down the 4(four) steps of the flight scheduling process. (08 Marks)
- (b) Development of the flight schedule is an extremely complex task. There are conflicting objectives the schedule planner attempts to balance. Discuss (12 Marks)

Question 04

- (a) List down information needed for the fleet planning process with examples. (04 Marks)
- (b) Graphically explain the economic evaluation process used for fleet planning. (10 Marks)
- (c) Top-Down approach or Bottom-Up approach can be used for fleet planning evaluations. Explain which model is more applicable with reasons. (06 Marks)



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Question 05

- (a) Briefly explain 5(five) factors affecting the supply of airline services. (05 Marks)
- (b) Write down 3 airline profit maximizing strategies indicating the intended benefit and the strategy pitfall of each. (9 Marks)
- (c) Briefly explain General Commodity rate, Specific Commodity rate and Classification commodity rate. (06 Marks)

Question 06

- (a) Differentiate between Scheduled maintenance and Unscheduled maintenance. (08 Marks)
- (b) Explain the 3(three) levels of scheduled maintenance. (12 Marks)

Question 07

- (a) Airlines publish a variety of fares between each city pair. Every published fare has a published set of fare rules. Explain such fare rules that must be met for a passenger to qualify for a fare. (12 Marks)
- (b) Objective of airline revenue management is to extract the maximum revenue that a passenger is willing to pay. Briefly explain 4(four) revenue management fences. (08 Marks)

Question 08

- (d) Human factors is a multidisciplinary field devoted to optimizing human performance and reducing human error. Explain factors that affects human performance in aviation with examples. (20 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

REPEAT EXAMINATION

Procurement management – PMGT0347

- This paper consists of EIGHT questions on SIX (06) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly
- Supporting documents are attached

Date: 2020.07.30

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

'PRINTEREST' : Print your interest

This hypothetical case study is related to 'PRINTEREST', which is a medium scaled printing firm giving end to end printing solutions to the customers. PRINTEREST operates with 02 branches in Colombo Metropolitan Area and 02 branches in Colombo outskirts, where procurement is handled by the central procurement department in a Colombo Branch. The procurement function at the central office is organized with category management, where several teams are responsible in purchasing several categories of goods. Many of the 'PRINTEREST's inputs are sourced locally, while few are bought from International Suppliers. Some of the PRINTEREST's products and services that are purchased for the coming month includes: sublimation ink for printers, 02 offset book printing machines, silicon quoted paper, holographic paper used for customized printing purposes, 100 gsm colored printing papers, 400gsm business card printing papers, paper cutting machine, Binding Glue, Laminate paper and Binding tags. Also, PRINTEREST will be recruiting an offset printing machine operator and a security person. Apart from 02 offset book printing machines, silicon quoted paper and holographic paper all others are sourced locally. When doing



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International purchasing, the procurement department uses International Commercial Terms that are being incorporated in contracts for sale, providing guidance for the responsibilities of all trade related parties.

Answer the following questions referring to the case study above:

- (a) Illustrate the procurement cycle for PRINTEREST taking any product as an example (07 Marks)
- (b) Identify the procurement position of PRINTEREST according to Kraljic's Portfolio matrix (08 Marks)
- (c) Complete the table 1.1 with the knowledge of INCOTerms 2012 (05 marks)
(Refer the attachment 01)

Question 02

- (a) (i) Suppose 02 Kgs of Soya beans is required per day for a very small-scale soya products manufacturing plant. Actual market prices of Soya beans for 06 successive days are 150,150,135,140,145,130 LKR. With the budget buying policy, 250 LKR will be spent every day.

Calculate the average market price.

Among budget buying and time budgeting policies, determine which is the best to be used when compared with the average market price? (06 Marks)

- (ii) Briefly explain the concept of hedging with any related financial derivative. (Hint: you may use Futures Contracts) (04 Marks)

- (b) Briefly explain the characteristics that a better supplier should possess, taking two (02) of the below industries as examples (05*02 Marks)

- (i) Hotel Food and Beverage Suppliers
- (ii) Automobile part Suppliers
- (iii) Medical Suppliers at a Hospital

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Question 03

- (a) Explain the Factors Affecting pricing decisions in detail elaborating five (05) factors
(10 Marks)
- (b) Write short notes on any two (02) of the following: (05*02 Marks)
- (i) New Initiatives under 2017 National Procurement Guidelines in Sri Lanka
 - (ii) Methods of Government Procurement
 - (iii) Establishment of NPC and the Public Accountability

Question 04

- (a) Define electronic procurement in your own words (03 Marks)
- (b) Describe the process of a reverse auction (03 Marks)
- (c) Briefly explain four (04) barriers to a successful e-auction (04 Marks)
- (d) The Procurement Assistant in PRINTEREST Central Procurement Department suggests for moving towards an e-procurement system. Imagine that you are the Procurement Assistance, and write a report to be submitted to the Head of Procurement elaborating on the advantages, disadvantages, risks and challenges of moving to such a system. (10 Marks)

Question 05

- (a) Explain how the purchasing function will appear in any two (02) of the following different types of organizations
- I. Distributive and retail industry
 - II. Major manufacturing organizations
 - III. Extractive industries
- (06 Marks)



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- (b) Explain any two (02) of the tools of analysis under strategic analysis (06 Marks)
- (c) Briefly discuss the reasons for International Sourcing, taking PRINTEREST as an example. (08 Marks)

Question 06

- (a) List down the two types of capital equipment. Explain each capital equipment's characteristics with appropriate examples (03 Marks)

- (b) The Central Procurement Department of PRINTEREST is to introduce a low-cost book/magazine printing service from 2020 third quarter onwards. According to the analyzed demand that have forecasted through a comprehensive market survey the Procurement Division has decided on increasing their printing capacity which will require new set of printing machineries. The Procurement Division is evaluating the options of purchasing and leasing of the offset book printing machines. Each machine has a life time of 04 years and the below cash flows. The COC is to be 9%.

Assuming that you are the Head of the Procurement Division, recommend which option is the most suitable to be implemented. Support your answer with the relevant reasons. What other functions of the organization you would recommend discussing with, regarding this decision?

(Hint: Use the Discounted Payback Period approach and the NPV approach in evaluating)

Table : 6.1 Net cash inflows and outflows in '000

Options	Initial Cost (LKR)	Total Net Cash Inflows (LKR)			
		Year 1	Year 2	Year 3	Year 4
Brand new offset - Purchased - Seller 01	1,050	440.5	335	260	270



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Used offset - Purchase - Seller 02	840	300	350.5	240	165
Brand new offset - Leased - Seller 01	820	325.5	280	225	200

(Refer attachment 02)

(17 Marks)

Question 07

- (a) Briefly explain five (05) environmental practices in procurement (05 Marks)
- (b) Explain the advantages of centralizing the procurement function in a firm / company (05 Marks)
- (c) Distinguish between public sector project procurement and private sector project procurement according to the characteristics (05 Marks)
- (d) What is BATNA. Explain the four steps that to follow to determine your NATNA in a given negotiation. (05 Marks)

Question 08

- (a) Define what is 'outsourcing' and a 'core business activity' (05 Marks)
- (b) Explain why the contractual arrangements of a service are very difficult when it compares with the contractual arrangements of a product, using two special features of a service that are considered when procuring a service form, a 3rd party. (05 Marks)

- (c) Imagine that you are appointed as the procurement specialist of an outsourcing project of a medium-scale beverage processing company (production per months 100,000 units approximately).

The board of directors have decided some functions to outsource among them the procurement function is having their priority. Write a brief report, giving consultation, while explaining the benefits, risks and challenges of this decision.

(10 Marks)

-----END OF THE QUESTION PAPER-----



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Year 2 Semester II
 REPEAT EXAMINATION
 Procurement Management PMGT0347

Index No :

Attachment 01 (Note : - Attach this answer sheet to the answer booklet provided)

Question 01 (Compulsory)

(c) Fill in the blanks of the table given below with the respective responsibilities of the seller and buyer as of providing the service (You may denote 's' for the seller and 'b' for the buyer) (05 Marks)
 Table 1.1

		COST									
INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	Supply Chain								
			Factory	1 st Carrier	Origin Warehouse	Origin Terminal	2 nd Carrier (Ship/ Air)	Destination Terminal	Destination Warehouse	3 rd Carrier	Consignee
DAT											
FAS											
DAP											



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Attachment 02 - PV table

Periods	Rate														
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	12%	15%			
1	0.9901	0.9804	0.9709	0.9615	0.9524	0.9434	0.9346	0.9259	0.9174	0.9091	0.8929	0.8696			
2	0.9803	0.9612	0.9426	0.9246	0.9070	0.8900	0.8734	0.8573	0.8417	0.8264	0.7972	0.7561			
3	0.9706	0.9423	0.9151	0.8890	0.8638	0.8396	0.8163	0.7938	0.7722	0.7513	0.7118	0.6575			
4	0.9610	0.9238	0.8885	0.8548	0.8227	0.7921	0.7629	0.7350	0.7084	0.6830	0.6355	0.5718			
5	0.9515	0.9057	0.8626	0.8219	0.7835	0.7473	0.7130	0.6806	0.6499	0.6209	0.5674	0.4972			
6	0.9420	0.8880	0.8375	0.7903	0.7462	0.7050	0.6663	0.6302	0.5963	0.5645	0.5066	0.4323			
7	0.9327	0.8706	0.8131	0.7599	0.7107	0.6651	0.6227	0.5835	0.5470	0.5132	0.4523	0.3759			
8	0.9235	0.8535	0.7894	0.7307	0.6768	0.6274	0.5820	0.5403	0.5019	0.4665	0.4039	0.3269			
9	0.9143	0.8368	0.7664	0.7026	0.6446	0.5919	0.5439	0.5002	0.4604	0.4241	0.3606	0.2843			
10	0.9053	0.8203	0.7441	0.6756	0.6139	0.5584	0.5083	0.4632	0.4224	0.3855	0.3220	0.2472			
11	0.8963	0.8043	0.7224	0.6496	0.5847	0.5268	0.4751	0.4289	0.3875	0.3505	0.2875	0.2149			
12	0.8874	0.7885	0.7014	0.6246	0.5568	0.4970	0.4440	0.3971	0.3555	0.3186	0.2567	0.1869			
13	0.8787	0.7730	0.6810	0.6006	0.5303	0.4688	0.4150	0.3677	0.3262	0.2897	0.2292	0.1625			
14	0.8700	0.7579	0.6611	0.5775	0.5051	0.4423	0.3878	0.3405	0.2992	0.2633	0.2046	0.1413			
15	0.8613	0.7430	0.6419	0.5553	0.4810	0.4173	0.3624	0.3152	0.2745	0.2394	0.1827	0.1229			
16	0.8528	0.7284	0.6232	0.5339	0.4581	0.3936	0.3387	0.2919	0.2519	0.2176	0.1631	0.1069			
17	0.8444	0.7142	0.6050	0.5134	0.4363	0.3714	0.3166	0.2703	0.2311	0.1978	0.1456	0.0929			
18	0.8360	0.7002	0.5874	0.4936	0.4155	0.3503	0.2959	0.2502	0.2120	0.1799	0.1300	0.0808			
19	0.8277	0.6864	0.5703	0.4746	0.3957	0.3305	0.2765	0.2317	0.1945	0.1635	0.1161	0.0703			
20	0.8195	0.6730	0.5537	0.4564	0.3769	0.3118	0.2584	0.2145	0.1784	0.1486	0.1037	0.0611			
25	0.7798	0.6095	0.4776	0.3751	0.2953	0.2330	0.1842	0.1460	0.1160	0.0923	0.0588	0.0304			
30	0.7419	0.5521	0.4120	0.3083	0.2314	0.1741	0.1314	0.0994	0.0754	0.0573	0.0334	0.0151			
35	0.7059	0.5000	0.3554	0.2534	0.1813	0.1301	0.0937	0.0676	0.0490	0.0356	0.0189	0.0075			
40	0.6717	0.4529	0.3066	0.2083	0.1420	0.0972	0.0668	0.0460	0.0318	0.0221	0.0107	0.0037			



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Year 3 Semester I

SEMESTER END EXAMINATION

Environmental and Social Impact of Transport and Logistics – ESTL0309

- This paper consists of EIGHT questions on TWO (02) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2020.03.10

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

In the logistic field, discuss, what do you understand by the terms Multimodal, Intermodal and Intramodal transportation? the pros & cons with in each, and the facts and the facts one may consider on deciding on the modes.

(20 Marks)

Question 02

Write brief notes on the major environmental impacts of transport with special emphasis to Climate, Air, Biodiversity, Noise, Water and Land.

(20 Marks)

Question 03

Give a brief introduction to renewable energy and non-renewable energy with 4 examples to each.

(20 Marks)



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Question 04

(a) Give a summarized view the on MERPOL Convention. (10 Marks)

(b) How would you describe Greenhouse gases (GHG) of the atmosphere?

(10 Marks)

Question 05

How would ballast water be of a harm the seas / maritime waters?

(20 Marks)

Question 06

What internationally accepted preventive measures are designed available to counter pollution of the environment? (20 Marks)

Question 07

With limits of a country, say Sri Lanka, explain what you understand by the following terms along with a brief notes on its purpose.

Territorial Waters, Contiguous Zone and Exclusive Economic Zone' (20 Marks)

Question 08

(a) Describe with 3 examples to each, renewable Energy and Non Renewable Energy (10 Marks)

(b) List down 8 threats to the marine and coastal environment you could anticipate upon a spillage of 50% of crude oil cargo from a fully laden ULCC.

(10 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

SEMESTER END EXAMINATION

Port Loading and Unloading Techniques – PORT0251

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2020.03.07

Pass mark: 50%

Time: 03 Hours

Question 01(Compulsory)

- (a) What are the activities involved in Direct and Indirect Terminal Operation & give examples? (05 Marks)
- (b) Name five different cargo handling terminals in a port? (05 Marks)
- (c) Name different types of RO –RO Vessels? (05 Marks)
- (d) Name Automated Container Terminal Handling Equipments? (05 Marks)

Question 02

- (a) What are the main terminal planning requirements for a container terminal? (04 Marks)
- (b) Name four sizes/generations of STS Ship to Shore Gantry Cranes? (04 Marks)
- (c) Name four spreader attachments that fix to STS Gantry Crane? (04 Marks)
- (d) What are the equipments used for Quay Transfer Operation? (04 Marks)
- (e) What are the equipments used for Storage Stacking Operation? (04 Marks)

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Question 03

Describe following abbreviations used in Port Busienss

- | | | | |
|---------|-----------|---------|----------------------|
| 1) LOA | 2) ETA | 3) ETB | 4) ETC |
| 5) CICT | 6) SAGT | 7) JCT | 8) ECT |
| 9) CFS | 10) EIR | 11) SWL | 12) OOG |
| 13) IMO | 14) LO-LO | 15) RTG | 16) RMG |
| 17) TMS | 18) ISPS | 19) CSI | 20) STS Gantry Crane |

(20 Marks)

Question 04

- (a) What are the different types of Terminal Planning required for a RO - RO Terminal? (05 Marks)
- (b) What are the human resoures required for Automobile Handling RO-RO Terminal? (05 Marks)
- (c) List out safe operation best practices adopted for safe damage/accident free operation? (05 Marks)
- (d) Give two examples for Direct & Indirect Operation for RO-RO Automobile handling? (05 Marks)

Question 05

- (a) Select two and give examples for Direct and Indirect Terminal Operation? (05 Marks)
 - (i) LPG Handling
 - (ii) Vehicle Handling (RO - RO Operation)
 - (iii) Dry Bulk - Cement Handling
 - (iv) Cruise Passengers Handling
- (b) Name five container terminals in the Port of Colomobo? (05 Marks)
- (c) Name five different Liquid BULK cargo handling terminals? (05 Marks)
- (d) List Liquid Bulk Terminal facilities? (05 Marks)

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Question 06

- (a) Name different ship based cargo handling equipments?
(04 Marks)
- (b) Name different shore based cargo handling equipments & gears?
(04 Marks)
- (c) How to improve ship discharging and loading operation Hook Cycle Time?
(04 Marks)
- (d) What are the factors that affect quay transfer operation Cycle Time?
(04 Marks)
- (e) What is POSCOD stand for?
(04 Marks)

Question 07

- (a) List out modern cruise terminal facilities that should be available in a port to handle cruise passengers?
(10 Marks)
- (b) Name four different Dry BULK cargo handling terminals?
(04 Marks)
- (c) List Dry Bulk Terminal facilities?
(04 Marks)
- (d) Name different types of ISO Containers?
(07 Marks)

Question 08

- (a) Draw an overview of a container terminal operation and highlight Import/Export/Transshipment operation (flow chart)?
(10 Marks)
- (b) Name different category of staff required for container terminal ship operation?
(05 Marks)
- (c) Name STS ship to shore gantry crane characteristics?
(05 Marks)

-----END OF THE QUESTION PAPER-----



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Course CODE: COM550
Year 3 Semester I

SEMESTER END EXAMINATION

Airline Business Management – ABMG0308

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2020.03.05

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) Differentiate between Crew pairing and Crew rostering. (04 Marks)
- (b) Explain problems encountered in Crew pairing. (06 Marks)
- (c) All airlines wish to offer a product which is as attractive as possible to customers. Product decisions will define ways in which an airline can achieve sustainable competitive advantage. Briefly explain customer service related product features. (06 Marks)
- (d) Identify marketing communication techniques used for promotions in airline marketing. (04 Marks)

Question 02

- (a) Aviation's global economic impact is estimated at \$2.7 trillion, equivalent to 3.6% of world gross domestic product (GDP). Its contribution includes direct, indirect,

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induced and tourism catalytic impacts. Briefly explain these impacts with examples. (08 Marks)

(b) An Air Service Agreement (ASA) is to be signed between New Zealand and Nepal. Quantum Airways is an airline whose home state is New Zealand. Identify which freedom of air is given by each example. (04 Marks)

I.	A flight from Australia to Nepal, through New Zealand flown by Quantum Airways.	
II.	A flight between Nepal and Russia, flown by Quantum Airways without operating to New Zealand.	
III.	A flight between Kathmandu (Nepal) and Bharatpur (Nepal), flown by Quantum Airways.	
IV.	A flight from New Zealand to Nepal and from Nepal to Russia, flown by Quantum Airways.	
V.	A flight from Nepal to New Zealand, flown by Quantum Airways.	
VI.	A flight from New Zealand to Russia, flown by Quantum Airways, with a stop in Nepal for refueling.	
VII.	A flight from New Zealand to Kathmandu (Nepal) and from Kathmandu (Nepal) to Bharatpur (Nepal), flown by Quantum Airways.	
VIII.	A flight from New Zealand to Russia, flown by Quantum Airways, overflying Nepal.	

(c) Explain pros and cons of adopting an open skies policy for air transportation of a country. (08 Marks)

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Question 03

- (a) The flight schedule is the airline's core product designed to solve the customers time-space problem. The flight scheduling process consists of four steps. Explain each step of the process. (10 Marks)
- (b) Development of the flight schedule is an extremely complex task. There are conflicting objectives the schedule planner attempts to balance. Discuss (10 Marks)

Question 04

- (a) List down information needed for the fleet planning process with examples. (04 Marks)
- (b) Graphically explain the economic evaluation process used for fleet planning. (10 Marks)
- (c) Top-Down approach or Bottom-Up approach can be used for fleet planning evaluations. Explain which model is more applicable with reasons. (06 Marks)

Question 05

- (a) Human factors is a multidisciplinary field devoted to optimizing human performance and reducing human error. Explain factors that affects human performance in aviation. (15 Marks)
- (b) Differentiate between active error and latent error using an example. (05 Marks)

Question 06

- (a) For continued airworthiness, standards are set for performing maintenance tasks. Briefly explain why aircraft maintenance is important. (05 Marks)

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- (b) Differentiate between Preventive maintenance and Corrective maintenance. (06 Marks)
- (c) Explain the 3(three) levels of scheduled maintenance. (09 Marks)

Question 07

- (a) Airlines publish a variety of fares between each city pair. Explain the different components of airline fares. (12 Marks)
- (b) Objective of airline revenue management is to extract the maximum revenue that a passenger is willing to pay. Briefly explain 4(four) revenue management fences. (08 Marks)

Question 08

- (a) Briefly explain 4(four) factors affecting the demand of airline services. (04 Marks)
- (b) Compare All cargo carriers and Belly cargo carriers under the following categories:
- Cost of service
 - Dimensions and type of cargo
 - Flight schedules and network (10 Marks)
- (c) Briefly explain General Commodity rate, Specific Commodity rate and Classification commodity rate. (06 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

SEMESTER END EXAMINATION

Procurement management – PMGT0347

- This paper consists of EIGHT questions on EIGHT (08) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly
- Supporting documents are attached

Date: 2020.03.03

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

DAMRO

DAMRO is among the world's largest furniture manufacturers offering a diverse range of modern and traditional furniture. Established in 1986, it has achieved a rapid success and has expanded to over 241 showrooms globally, which now having 175 showrooms island wide. (Source - DAMRO.lk)

A hypothetical case study on DAMRO Sri Lanka

DAMRO's supply and distribution network currently operates with 07 Factories and 03 warehouses all around Sri Lanka. The DAMRO Group of Companies at Nittambuwa operates with a Central Procurement Department (CPD), also 07 Factories have sub procurement departments monitored under the CPD. Most of the common material are sourced and procured by the CPD whereas special procurement needs are handled through procurement departments at the Factories. The

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procurement teams at CPD is responsible for procuring different categories of products. As factories are specialized in producing and assembling the different products in DAMRO's product portfolio, the procurement personnel in the factories are organized in procuring all related products and services (from the beginning to end) for a one type production. The CPD has identified the procurement needs for the coming month as: high quality leather fabric used in producing corner sofas, wood(teak), padding, steel springs, Foam clothes to be used in all types of mattresses, plywood, glass, plastic, finishing polish and wood glue. And for the Pannala Factory, it identifies the procurement needs as: A washing machine assembly plant to be fixed at a new production line and two supervisors for the new washing machine production line. Apart from the washing machine assembly plant, foam clothes, leather fabric and finishing polish all other materials are sourced and purchased in Sri Lanka.

Answer the following questions based on the case study:

- (a) Identify the procurement positioning of each CPD and the Pannala Factory according to the Kraljic Portfolio purchasing Model. (Hint: you may use two separate matrices) (10 Marks)
- (b) Identify and explain the methods that the procurement departments has organized and operated in DAMRO (05 Marks)

Answer part (c) with the knowledge of INCOTerms 2010.

- (c) Refer attachment 01 (05 Marks)



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Question 02

(a) Briefly explain the characteristics that a good supplier should possess, taking two (02) of the below industries as examples (5*2 Marks)

- (i) Hotel Food and Beverage Suppliers
- (ii) Automobile Suppliers
- (iii) Medical Suppliers at a Hospital

(b)

(i) Suppose 02 Kgs of Aluminum is required per day for an Aluminum Cupboard production plant. Actual market prices of Aluminum for 06 successive days is, 150,150,135,140,145,130 USD. With the budget buying policy, 250 USD will be spending every day by the procurement department.

Calculate the average market price.

Among budget buying and time budgeting policies, determine which is the best to be used when compared with the average market price? (06 Marks)

(iii) With the highly fluctuating prices of petroleum related products, especially crude oil purchasing is done with the practice of hedging as a long-term price stabilization scheme. Explain the concept of hedging with any related financial derivative. (Hint: you may use Futures Contracts) (04 Marks)

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Question 03

- (a) Suppliers will fix the prices of their products and services based on many factors. Discuss in detail, five (05) such factors that affects the pricing decisions of a supply organization. (10 Marks)
- (b) Write short notes on any two (02) of the following: (5*2 Marks)
- (i) New Initiatives under 2017 Procurement Guidelines
 - (ii) Ethics of Procurement as stated by NPC
 - (iii) Establishment of NPC and the Public Accountability

Question 04

- (a) Define what is e-procurement and e-sourcing as per the CIPS. (05 Marks)
- (b) Compare the past and present e-procurement models in terms of their key processes. (05 Marks)
- (c) The Central Procurement Department in DAMRO is presently doing the procurement activities through an electronic procurement system. Explain the advantages, disadvantages, risks and barriers of using such a system in performing procurement activities (10 Marks)



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Question 05

- (a) Briefly explain the 03 levels of strategy. (03 Marks)
- (b) Briefly explain the advantages and disadvantages of operating the procurement function as a decentralized function. (05 Marks)
- (c) In 2020,2021 Sri Lanka is planning to explore and start the extraction of oil in Mannar and Cauvery Basins. Briefly explain the characteristics of the procurement function in an Extraction industry in relation to the 2021 strategy of oil exploration in Sri Lanka. (05 Marks)
- (d) DAMRO needs International Sourcing for certain raw material/semi-finished products. Briefly discuss the reasons for International Sourcing, taking DAMRO furniture as an example. (07 Marks)

Question 06

- (a) Discuss the two (02) types of capital equipment with examples. (05 Marks)
- (b) The procurement manager at the Central Procurement Department at DAMRO is evaluating the options of purchasing the 'washing machine assembly plant' to be used in the new production line at the Pannala Factory. He is evaluating the shortlisted three suppliers with the initial capital costs and the expected net cash inflows for a period of 04 years. The information is given in the table 6.1.

Assume that the Cost of Capital = 10%

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Table 6.1: Washing Machine Assembly Plant = WMAP

Supplier	Options	Total initial cost of the option USD ('000)	Total Cash Inflows USD ('000)			
			Year 1	Year 2	Year 3	Year 4
1	WMAP 1	1,000	440	335.5	260	270
2	WMAP 2	830	330	255	235.5	200
3	WMAP 3	790.5	335	280.5	255	200

Recommend which option is the most suitable to be implemented and support your answer with the relevant reasons.

(Hint: Use the Discounted Payback Period approach and the NPV approach in evaluating)

What other departments in the DAMRO Pannala Factory, you would recommend discussing with, regarding this decision? (refer the case study)

Note: refer the attachment 02 where necessary

(15 Marks)

Question 07

(a) Explain how the project procurement distinguishes from other procurement areas with any four (04) common elements of a project (04 Marks)

(b) Given in the Table 7.1 below are the activities and normal durations of a bridge renovation project done in Hambantota. Draw the network diagram and identify the critical path. (06 Marks)



Table 7.1:

Name	Activity	Normal Duration
a	1-2	4
b	1-3	1
c	2-4	1
d	3-4	1
e	3-5	6
f	4-9	5
g	5-6	4
h	5-7	8
i	6-8	1
j	7-8	2
k	8-10	5
l	9-10	7

(c) Explain the concept of subcontracting taking any kind of a construction project as an example. (05 Marks)

(d) What is BATNA. Explain the four steps that to follow to determine your NATNA in a given negotiation. (05 Marks)



Question 08

- (a) Define what is 'outsourcing' and a 'core business activity' (05 Marks)
- (b) List down the special features of a service that are considered when procuring a service. Explain any two (02) of them. (05 Marks)
- (c) The logistics planning manager at DAMRO suggests in outsourcing some of the activities that are currently performed by internal staff, to a 3rd party logistics provider. He decides to outsource finished goods inventory management, finished goods warehousing and central procurement functions to be outsourced to a specialized party.

Critically comment on the above decision, while discussing the advantages, disadvantages, risks, challenges and strategies that could implement to avoid the negative impacts. (10 Marks)

-----END OF THE QUESTION PAPER-----



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SEMESTER END EXAMINATION
Procurement management – PMGT0347

Index No :

Attachment 01 (Note : - Attach this answer sheet to the answer booklet provided)

Question 01 (Compulsory)

(d) Fill in the blanks of the table given below with the respective responsibilities of the seller and buyer as of providing the service (You may denote 's' for the seller and 'b' for the buyer) (05 Marks)

INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	COST											
			Factory	1 st Carrier	Origin Warehouse	Origin Terminal	2 nd Carrier (Ship/ Air)	Destination Terminal	Destination Warehouse	3 rd Carrier	Consignee			
CIF														
FAS														
DAP														
FOB														
DDP														



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PV table

Periods	Rate														
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	12%	15%			
1	0.9901	0.9804	0.9709	0.9615	0.9524	0.9434	0.9346	0.9259	0.9174	0.9091	0.8929	0.8696			
2	0.9803	0.9612	0.9426	0.9246	0.9070	0.8900	0.8734	0.8573	0.8417	0.8264	0.7972	0.7561			
3	0.9706	0.9423	0.9151	0.8890	0.8638	0.8396	0.8163	0.7938	0.7722	0.7513	0.7118	0.6575			
4	0.9610	0.9238	0.8885	0.8548	0.8227	0.7921	0.7629	0.7350	0.7084	0.6830	0.6355	0.5718			
5	0.9515	0.9057	0.8626	0.8219	0.7835	0.7473	0.7130	0.6806	0.6499	0.6209	0.5674	0.4972			
6	0.9420	0.8880	0.8375	0.7903	0.7462	0.7050	0.6663	0.6302	0.5963	0.5645	0.5066	0.4323			
7	0.9327	0.8706	0.8131	0.7599	0.7107	0.6651	0.6227	0.5835	0.5470	0.5132	0.4523	0.3759			
8	0.9235	0.8535	0.7894	0.7307	0.6768	0.6274	0.5820	0.5403	0.5019	0.4665	0.4039	0.3269			
9	0.9143	0.8368	0.7664	0.7026	0.6446	0.5919	0.5439	0.5002	0.4604	0.4241	0.3606	0.2843			
10	0.9053	0.8203	0.7441	0.6756	0.6139	0.5584	0.5083	0.4632	0.4224	0.3855	0.3220	0.2472			
11	0.8963	0.8043	0.7224	0.6496	0.5847	0.5268	0.4751	0.4289	0.3875	0.3505	0.2875	0.2149			
12	0.8874	0.7885	0.7014	0.6246	0.5568	0.4970	0.4440	0.3971	0.3555	0.3186	0.2567	0.1869			
13	0.8787	0.7730	0.6810	0.6006	0.5303	0.4688	0.4150	0.3677	0.3262	0.2897	0.2292	0.1625			
14	0.8700	0.7579	0.6611	0.5775	0.5051	0.4423	0.3878	0.3405	0.2992	0.2633	0.2046	0.1413			
15	0.8613	0.7430	0.6419	0.5553	0.4810	0.4173	0.3624	0.3152	0.2745	0.2394	0.1827	0.1229			
16	0.8528	0.7284	0.6232	0.5339	0.4581	0.3936	0.3387	0.2919	0.2519	0.2176	0.1631	0.1069			
17	0.8444	0.7142	0.6050	0.5134	0.4363	0.3714	0.3166	0.2703	0.2311	0.1978	0.1456	0.0929			
18	0.8360	0.7002	0.5874	0.4936	0.4155	0.3503	0.2959	0.2502	0.2120	0.1799	0.1300	0.0808			
19	0.8277	0.6864	0.5703	0.4746	0.3957	0.3305	0.2765	0.2317	0.1945	0.1635	0.1161	0.0703			
20	0.8195	0.6730	0.5537	0.4564	0.3769	0.3118	0.2584	0.2145	0.1784	0.1486	0.1037	0.0611			
25	0.7798	0.6095	0.4776	0.3751	0.2953	0.2330	0.1842	0.1460	0.1160	0.0923	0.0588	0.0304			
30	0.7419	0.5521	0.4120	0.3083	0.2314	0.1741	0.1314	0.0994	0.0754	0.0573	0.0334	0.0151			
35	0.7059	0.5000	0.3554	0.2534	0.1813	0.1301	0.0937	0.0676	0.0490	0.0356	0.0189	0.0075			
40	0.6717	0.4529	0.3066	0.2083	0.1420	0.0972	0.0668	0.0460	0.0318	0.0221	0.0107	0.0037			



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Year 3 Semester I

SEMESTER END EXAMINATION

Transport Contract and regulations – TRCR0333

- This paper consists of EIGHT questions on SIX (06) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2020.02.29

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

Lankan Ocean Shippers (LCS) is a company which functions as the Sri Lankan agent of the South China Shippers, which is a leading cargo shipping company operating from Dalian. On 14th February 2020, a Sri Lankan client, Sarath inquired from the sales manager of the LCS the possibility of exporting his consignment of cinnamon to the port of Manzanillo in Mexico. The sales manager of LCS replied to Sarath with necessary details and a quotation in relation to the freight. Sarath who obtained quotations from other 2 shipping agents wanted LCS to reduce the freight rate. Thus, he emailed LCS on 18th February 2020 and informed that he would be happy to ship the consignment for the price of Rs. 1.5 million. The sales manager of LCS replied to Sarath's email by accepting the price suggested by Sarath. However, Sarath could not open the email as there was a country-wide internet shut-down by the government. Meanwhile, Sarath called LCS on



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19th February 2020 and said that he had already assigned the freight to be transported to another shipper.

- (a) Discuss whether there is a valid offer and acceptance between Sarath and LCS. (7 Marks)
- (b) Explain the meaning of a 'counter-offer'? (3 Marks)
- (c) What is the meaning 'postal rule'? How do you apply the postal rule to the given scenario? (6 Marks)
- (d) In your opinion, can Sarath withdraw his offer by his call on the 19th February 2020? Explain. (4 Marks)

Question 02

- (a) Explain the differences between a 'conditions', 'warranties' 'innominate terms' and 'exemption clauses' with examples. (8 Marks)
- (b) Ram got into a bus owned by 'Vega Express Ltd' in order to travel to Galle. He paid the bus fair and was issued with a ticket. While he was travelling, a heavy luggage kept in the over-head locker of the bus fell on him injuring his head and destroying his laptop which is worth Rs. 100,000. Ram sued the owner of the Vega express for damages. The owner denied the liability by showing the following clause printed in the reversed side of the ticket: "Vega express takes not responsibility for injuries caused to passengers during the journey"

Can Ram still claim for damages? Explain. (12 Marks)



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Question 03

- (a) Explain with example how a contract becomes illegal and what is the effect of an illegal contract.

(10 Marks)

- (b) Namal who wanted to transport his vegetable harvest from Dambulla to Colombo hired 2 lorries from Faiz. He paid an advance payment of Rs. 50,000 to Faiz and agreed to pay the rest of the amount once the vegetables are delivered to Colombo. However, due to heavy rains and flooding the 2 lorries were slipped, hit each other and fallen down. As a result, most of vegetables were destroyed and the rest had to be sold for a lower price than expected. Namal refused to pay the rest of the amount to Faiz and Faiz sued Namal for breach of contract. However, Namal argued that this contract has come to an end and there no need of paying Faiz. He further argued that Faiz should pay back his advance payment.

Answer the following:

- (i) Describe 3 ways that a contract can come to an end. (3 Marks)
- (ii) Assume that you are the lawyer appearing for Namal. Advise him whether his argument is valid. (7 Marks)

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Question 04

Assume that you are a Sri Lankan delegate who is presenting a paper at an international maritime and trade law conference. Prior to attending the conference, the head of the delegation request you to prepare a short report on the following:

“Importance of Hague-Visby rules and its applicability in Sri Lanka”

Prepare your report.

(20 Marks)

Question 05

- (a) Briefly discuss the role and purpose of a bill of lading, air way bill, road way bill and rail way bill in international transportation of goods?

(8 Marks)

- (b) Briefly explain the meaning of ‘a letter of credit’? Explain with an example.

(4 Marks)

- (c) Explain the differences between the following INCOTERMS with a mapping exercise:

- (i) FCA
- (ii) FOB
- (iii) CFR
- (iv) CIF

(8 Marks)



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Question 06

- (a) List three ways of creating a valid agent-principal relationship. (3 Marks)
- (b) Define agency by necessity and agency by ratification with examples. (6 Marks)
- (c) What are the duties of a shipping agent towards his/her principal? (5 Marks)
- (d) Explain the difference between a shipping agent and ship broker. (6 Marks)

Question 07

Salu is a textile exporter and sends shipments to Australia once a week. However, half of its last shipment was rejected as there were stains on the garments. Salu came to know that this was occurred because of unsuitable cargo handling of its carrier, Cey-Sea Ships and the negligence of employees of stevedore, Buller-Cart. Salu decided to sue Cey-Sea Ships and Buller-Cart for compensation. Salu sought legal advice from a lawyer who is with a view that the case will be unsuccessful as there is the following Himalaya clause in the contract between the carrier of the garments and Salu: "No servant or agent or independent contractor from time to time employed by the carrier shall be liable to the owner of the goods for any loss or damage resulting from any act or negligence on his part while acting in the course of his employment."

In light of the above, answer the following:

- (a) Describe the term 'seaworthiness'? (2 Marks)
- (b) Discuss whether Salu has a successful case against Cey-sea ships
Support your answer with case law. (4 Marks)
- (c) Define the following terms of carriage: (1) deviation clause; (2) delivery
or discharge clause. (6 Marks)

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- (d) Advise Salu as to whether its lawyer's view on Himalaya clause is correct. Your answer should be supported by case law (8 Marks)

Question 08

Write notes on the following:

- (a) An invitation to treat
- (b) Capacity to contract
- (c) Misrepresentation
- (d) Mistake
- (e) Remedies for breach of contract (4*5 Marks)

-----END OF THE QUESTION PAPER-----

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Year 3 Semester I

SEMESTER END EXAMINATION

Marketing Management – MRKT0371

- This paper consists of EIGHT questions on SEVEN (07) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2020.02.27

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

Green Mart

Green Mart is a medium scale store that sells natural foods. The store started as a sole venture and began expansion by merging with a grocery store in the region. The journey continued by establishing new branches in different parts of the country. When entering new markets, Green Mart always follows the merging or acquisition strategy and believes it is the secret behind their success.

Green Mart focuses on quality of products and sells products that meet their self-created quality standards. Suppliers have to comply with these regulations and ensure that their foods are natural and minimally processed. Moreover, the store does not accept meat or milk from cloned animals or their offspring. Green Mart purchases foods at regional and



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national level and ensures that large volume of purchases provide them negotiation power and discounts. Due to the monopoly of the large suppliers, local food producers found it difficult to supply their products to Green Mart.

The target market of Green Mart comprises consumers who want to consume high quality natural food and be rewarded with good health and psychic income from the experience. Green Mart caters this niche market segment following a differentiation focus as their competitive strategy. Rather than cutting prices to match competitors, Green Mart focuses on providing high quality products and differentiates themselves in the market place by charging higher price. Furthermore, the company emphasises on building customer loyalty by providing good customer service.

Green Mart believes that all the stakeholders are important for the success of the business. Accordingly, Green Mart's philosophy gives priority to their customers, employees and other stakeholders. They focus on introducing a healthy way of eating to consumers and believe customers are evangelists. The company provides extraordinary customer service and expect customers give back to them by spreading positive word of mouth. As the second priority group, Green Mart caters to their employees' requirements by designing the workplace based on love and respect.

There is criticism in the society against Green Mart, alleging that its products are not progressive as they are promoted. According to the critics, the company competes in the market place by expanding the organic market at the cost of local foods, regional



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producers and distributors. On the other hand, there are criticisms that Green Mart had lost touch with its natural food roots and sells a bunch of junk foods.

Even though Green Mart focuses on organic foods, they do not contribute much to environmental causes compared to other organisations. They contribute to environmental causes by providing their support to some environmental organisations. Besides, they focus on eliminating plastic by introducing reusable bags produced from 100 percent recycled paper.

The company has been criticised for its practices regarding the treatment of animals and protecting animal rights. Besides, Green Mart has to face frequent resistance and boycotts in response to proposed store locations.

There is high competition in the market place for organic products. There are a lot of substitutes available in the market and Green Mart has relatively low share in this market. Moreover, the market is growing slowly and consumers are affected from the impact of the recession.

The above data is based on various articles and has been adapted for exam purposes. Green Mart is a fictitious organisation.

You are required to produce a SWOT analysis for Green Mart using the information in the given case study. (20 Marks)



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Question 02

Your company is considering installing a new Marketing Information System(MIS). The current MIS is largely based around the accounting systems used within the company.

- (a) Assess, as a basis for specifying your requirements for the new system, suitability of data currently within the accounting system for decision making purposes. (05 Marks)
- (b) Explain two other sources that can be used to gather needed data for MIS with examples. (10 Marks)
- (c) What is a sample? How it differentiates from the population? (05 Marks)

Question 03

The principle of segmentation is fundamental to marketing and implies that distinct groups of customers should be managed in different ways. Using examples, for organisations of your choice,

- (a) Explain three suitable bases that can be used to segment the market (15 Marks)
- (b) Finding point of differentiation is very important to position the company products in consumer's mind. Explain two suitable point of differentiation to the organization that you have selected. (05 Marks)



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Question 04

You work for a large national insurance company based in a country of your choice. You have been asked by your manager to produce a report for all local and regional managers, explain the factors that affect consumer behavior in this industry. (20 Marks)

Question 05

(a) "Unlike physical products, intangible products cannot be seen, tasted, felt, heard, or smelled before they are purchased. Therefore, almost all services contain some physical elements". Explain this statement using examples of your choice.

(08 Marks)

(b) "Virtually all services are reliant on people to perform them, very often dealing directly with the consumer". Explain this statement using examples of your choice.

(06 Marks)

(c) "Since services are usually carried out with the consumer present, the process by which the service is delivered is, again, part of what the consumer is paying for". Explain this statement using examples of your choice.

(06 Marks)



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Question 06

Increasingly, global food retailers are extending their activities into new markets and so stretching their brands considerably across a wide range of categories, such as household appliances, consumer electronics, clothing and financial services.

- (a) Identify and explain strategic decision that they need to consider when managing mix of product. (10 marks)
- (b) Evaluate two options that the company could use for pricing their product mix. (10marks)

Question 07

You are working for a newly established telecommunication services provider as an assistant marketing manager. You have been asked by your marketing manager to produce an email to be sent to all the other department managers, that:

- (a) Explains two different systems that they could considered when deciding on a distribution channel for company offering. (10 marks)
- (b) Recommends, with justifications a suitable promotional mix that the organisation can use in order to build brand awareness and gain market share. (10 marks)



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Question 08

(a) As a Product Manager for a global cosmetics company, you believe that the Asian market for cosmetics is growing rapidly and offers considerable potential. You therefore wish to develop your product portfolio to exploit the market opportunities across the region. Explain the importance of monitoring economic and cultural environment before entering to the Asian market with examples.

(10 Marks)

(b) Sexual appeals are often used in advertising specially in the United States. In the past and present too primary focus in sexual advertising is women.(Korn, 2006) However, recently men too often used as the sex object in advertisements especially relevant for liquor, cigarettes, jewelry, fragrance, cosmetics and fashion goods. The use of such appeals is constantly scrutinized in terms of ethics, regardless of the target audience. Ethical judgments are subjective and complex, and deal with cultural norms. Evaluate ethical aspects of using sexual appeals in advertising.

(10 Marks)

-----END OF THE QUESTION PAPER-----



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Course CODE: COM550

Year 3 Semester I
SEMESTER END EXAMINATION
International Economics – ECON0320

- This paper consists of EIGHT questions on SIX (06) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly
- Use MCQ answer sheet to answer Question 01

Date: 2020.02.25

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Use MCQ answer sheet to Answer Question 01

According to the Central Bank Report of Sri Lanka 2018,

- 1) Trade balance of current account as a percentage of GDP is,
(A) -11.6
(B) -3.2
(C) +11.6
(D) +3.2
- 2) The highest contribution to exports of Sri Lanka is,
(A) Tea
(B) Textile and Garments
(C) Petroleum products
(D) Rubber products
- 3) The major imports under the intermediate good of Sri Lanka is,
(A) Fuel
(B) Textiles and Textile Articles

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- (C) Plastic and Articles
(D) Personal vehicles
- 4) Major Export Destinations respectively,
(A) UK, USA, Middle East, USA
(B) EU, USA, UK, Middle East
(C) USA, EU, Middle East, UK
(D) EU, USA, Middle East, UK
- 5) Second largest imports to Sri Lanka by Origin
(A) India
(B) China
(C) Singapore
(D) Middle East
- 6) largest market for tourism is,
(A) India
(B) China
(C) Germany
(D) France
- 7) Major Lender to Sri Lanka,
(A) Asian Development Bank
(B) The Export-Import Bank of China
(C) International Development Association
(D) Government of Japan
- 8) Largest share of exports recorded under GSP + respectively largest to small share,
(A) USA, Russia, Japan, EU
(B) EU, Russia, USA, Japan
(C) USA, EU, Russia, Japan
(D) EU, USA, Russia, Japan

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- 9) Number of currency types used for calculation of NEER/ REER
- (A) 12
 - (B) 27
 - (C) 24
 - (D) 2
- 10) In Ricardian Model, the two countries differ in
- (a) Tastes.
 - (b) Size.
 - (c) Factor Endowments
 - (d) Labor productivities.

Question 02

You are given following information, Assume that each nation has 24 labour hours.

	Number of labour hours required for produce one unit	
	Timber	Mobile
Norway	6	1
Sweden	3	2

- (a) Describe the relative autarky price of timber in the Norway and Sweden, respectively. Explain your answer. (04 Marks)
- (b) If the two countries start to trade, what will the pattern of trade be? And what would be the exchange rate? Explain your answer. (06 Marks)

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- (c) Do the countries gain or lose from trade? Explain your answer using Production Possibility Curve. (Hint: exchange rate 1timber : 3 mobile) (10 Marks)

Question 03

International Relative price of good X in terms of good Y is higher than country A's autarky, while International relative price of good Y in terms of good X is higher than country B' autarky. Assume that both nations running under increase in opportunity cost

- (a) Illustrate above situations in diagrams (Hind: naming axis , price lines, points are important) (10 marks)
- (b) Derive the Offer Curve for both nations (10 Marks)

Question 04

To the given constant same technology, supposed that Portugal has 100 workers and 120 capitals while England has 150 workers and 100 capitals. Also supposed that to produce one unit of wine required 3 workers and 1 unit of capital while to produce one unit of cloth required 2 workers and 4 capitals.

- (a) Define and Explain that "Factor Abundance" and "Factor Intensity" using above information. (10 Marks)
- (b) Describe that comparative advantage and gain from the trade in above situation. (10 Marks)

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Question 05

- (a) Sri Lankan government has imposed a specific tariff on imported potatoes from India to protect the domestic producers. explain the economic effects this implication with appropriate diagram. (15 Marks)
- (b) "Tariff is the only way to restriction the international trade by a government, do you agree? explain (05 Marks)

Question 06

You are given following demand and supply equations for the home country "A".

$$Q_S = 10 + 2P_x$$

$$Q_D = 40 - 4P_x$$

Assume that country has imported the product X from "B" at Rs 4/- with 100 percent ad valorem tariff. While product cost of X in Country "C" is 2.5. Using above information distinguish between trade creating custom union and trade diverting custom union. (20 Marks)

Question 07

- (a) Explain that ways of depreciating domestic currency (06 Marks)
- (b) How does following events influence on the balance of payment of a country,
(i) Appreciation of the domestic currency
(ii) Increase in national Income of the country. (06 Marks)
- (c) Suppose that currency exchange rate of currency pairs are as follow,

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GBP/ USD = 0.7787

EUR/ GBP = 1.2015

EUR/ USD = 0.9334

- (i) Is there arbitrage opportunity? Find out (02 Marks)
- (ii) Illustrate the triangular arbitrage process and gain or loss (06 Marks)

Question 08

Write down short note on any four (4) of the following

- (a) Factor price equalization theory
- (b) Purchasing power parity exchange rate
- (c) REER and NEER
- (d) J- curve effect
- (e) Fixed exchange rate regime

(4*5 = 20 Marks)

-----END OF THE QUESTION PAPER-----



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Course CODE: COM550

Year 3 Semester I

SEMESTER END EXAMINATION
International Economics – ECON0320
MCQ Answer Sheet

- Cross (x) the relevant box according to your answer

Date: 2020.02.25

Pass mark: 50%

Time: 03 Hours

Question 01

1. A B C D

2. A B C D

3. A B C D

4. A B C D

5. A B C D

6. A B C D

7. A B C D

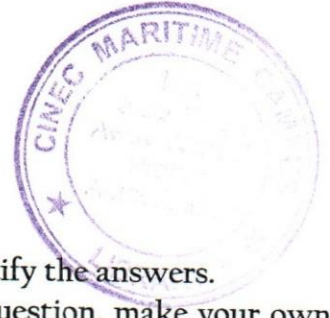
8. A B C D

9. A B C D

10. A B C D



Year 3 Semester I
SEMESTER END EXAMINATION
Port Planning – LTPP3203



- This paper consists of SEVEN questions on THREE (03) pages.
- Answer FOUR Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write Legibly.

Date: 2019.09.07

Pass mark: 50%

Time: 02 Hours

Question 01(Compulsory)

- (a) What is the rationale behind building a new port in the south of Sri Lanka - Hambantota? (5 Marks)
- (b) What are the current facilities available in the Port of Hambantota? (10 Marks)
- (c) What kind of business that can be attracted and develop in the Port of Hambantota? (5 Marks)
- (d) Name Global/International Port & Terminal Operators? (5 Marks)

Question 02

Select ONE of the following and describe

- (a) How "LAUGFS" LPG tank farm project make Hambantota Ports to LPG transshipment hub?
- (b) "Future of LNG power usage in Ships & Power Generation" How Sri Lankan Ports should plan to handle LNG?
- (c) "Smart Ports are the only ports that will survive" Discuss from the future port planning point.
- (d) "CICT purchased two 26 across ship handling Ship to Shore Gantry Cranes with remote operator option" Discuss future container terminal automation possibility in Sri Lankan Ports.



- (e) "ECT to be development and operated by Sri Lanka, Japan & Indian partnership as per the recently signed MOC - Memorandum of Corporaton" Discuss
- (f) "Port of Trincomalee is one of the deepest natural harbors with lot of Strengths" What are your suggestions to develop the port?

(25 Marks)

Question 03

- (a) Give examples of four fully Automated Container Terminals in the World?
(4 Marks)
- (b) List out fully automated container handling quipments that can be used for ship/quay transfer /storage/receipt delovery gate operations?
(15 Marks)
- (c) What are state of the art modern equipments that are used at CICT compared to JCT & SAGT
(6 Marks)

Question 04

- (a) What is the rational behind expanding Colombo Harbour build by British & explain why?
(7 Marks)
- (b) What are the infrastructure and navigational facilities in Colombo South Harbour?
(6 Marks)
- (c) Explain exhisting & planned container terminal features in Colombo South Harbour?
(6 Marks)
- (d) What kind of equipment you propose to have in ECT & WCT in the future and give reasons?
(6 Marks)

Question 05

- (a) What is the vision of the Sri Lanka Ports Authority?
(1 Mark)
- (b) What is the mission of the Sri Lanka Ports Authority?
(1 Mark)
- (c) What are the aspirations of the Sri Lanka Ports Authority?
(6 Marks)
- (d) What are the functions to achieve the strategies?
(6 Marks)



- (e) Give three examples of Global/International Operators participation in Sri Lanka & shareholding in each facility? (6 Marks)
- (f) Give five examples of Global/International Operators participation in Indian Ports? (5 Marks)

Question 06

What are current challenges faced by Port Operators & Terminal Operators with regard to future Port Planning?

(25 Marks)

Question 07

- (a) Name the four generations of Ship to Shore Gantry Cranes? (4 Marks)
- (b) What are the four types of spreader attachment that can be fixed in to Ship to Shore Gantry cranes to discharge & load more container at once? (4 Marks)
- (c) Name different semi & fully automated quay transfer equipments? (6 Marks)
- (d) Name different semi & fully automated storage/stacking equipments? (6 Marks)
- (e) Name modern gate facilities in a container terminal? (5 Marks)

-----END OF THE QUESTION PAPER-----



Year 3 Semester I

REPEAT EXAMINATION

Port Loading and Unloading Techniques – PORT0251

- This paper consists of EIGHT questions on TWO (02) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.06.29

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

Explain Container Terminal facilities, equipments, planning and operation?
(20 Marks)

Question 02

List out different Dry Bulk Terminals in a port, facilities and explain loading unloading operation

(20 Marks)

Question 03

List out different Liquid Bulk Cargo Handling Terminals in an industrial port, terminal facilities and explain loading unloading operation

(20 Marks)

Question 04

If you are appointed as a consultant to a Break bulk Cargo Handling Terminal what are your recommendations to minimize ship's time at berth.

(20 Marks)

Question 05

Explain Terminal Planning in your own words that can be adopted to any cargo handling terminal in a port

(20 Marks)

Question 06

Explain Port Operations in your own words.

(20 Marks)



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Question 07

What are your recommendations for an Automobile RO-RO Terminal to improve ship turn around time with zero damage & pilferage.

(20 Marks)

Question 08

What are the "Different Passenger Terminals' in a port and explain modern terminal Facilities and explain terminal operation?

(20 Marks)

-----END OF THE QUESTION PAPER-----

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01

Year 3 Semester I

REPEAT EXAMINATION

Airline Business Management – ABMG0308

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.06.28

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) Define what is liberalisation in the context of air transport industry (05 marks)
- (b) Name three elements of a flight schedule (05 marks)
- (c) List two broad distribution channels used in the airline industry. (05 marks)
- (d) Explain the difference between crew pairing and rostering. (05 marks)

Question 02

- (a) Identify five factors taken into consideration in the process of flight scheduling in an airline. (05 marks)
- (b) Explain the different characteristics of liberalization and the level of liberalization in Sri Lanka in comparison to European Union and United States? (10 marks)
- (c) Explain what is corrective maintenance and preventive maintenance (05 marks)



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Question 03

- (a) ABC Airline operates a fleet of Airbus aircraft ranging from A320, A330 and A340s. The demand estimate of the airline suggests that there is a demand stimulating in the CMB-SIN Sector and this would require a supply of additional 400 seats per day by the airline. Explain how the airline can follow the schedule development process to cater this demand. (10 marks)
- (b) What are the unique problems that Polo Airline may undergo when doing this schedule development? (10 marks)

Question 04

- (a) What are the four factors that can affect the airline's choice of aircraft types when purchasing a new aircraft? Explain in detail. (10 marks)
- (b) SriLankan Airlines, the national flag carrier of Sri Lanka is planning to purchase the new A350 aircraft which is considered as fuel efficient aircraft model of the Airbus family. As a fleet planner in the airline explain with the aid of economic evaluation process; how has the airline arrived on this purchase decision and what are the financial impacts of the new fleet planning exercise. (10 marks)

Question 05

- (a) List down the main reasons for ratification of Montreal Convention (5 Marks)
- (b) Explain the EC Regulation 261 emphasizing on consumer rights related to
1. Flight delays
 2. Flight cancellations
 3. Denied boarding
 4. Delayed, lost or damaged baggage
- (15 Marks)



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O1

Question 06

- (a) There are many factors that affect human performance. These factors can be grouped into three main broad areas. Explain two factors from each category in detail with reference to real life or hypothetical examples.

(20 marks)

Question 07

- (a) Write down the basic airline profit equation. (3 Marks)
- (b) Write down 3 airline profit maximizing strategies indicating the intended benefit and the strategy pitfall of each. (9 Marks)
- (c) Explain factors affecting the supply of airline services. (8 Marks)

Question 08

- (a) An airline's product is an intangible one which is instantly perishable and cannot be stored. Identify the Core service, Actual Service, Augmented service and Potential service of an airline's product. (8 Marks)
- (b) Briefly explain Customer Service-Related Product Features (8 Marks)
- (c) List 4 marketing communication techniques used for promotions in the airline industry. (4 Marks)

-----END OF THE QUESTION PAPER-----



Year 3 Semester I
REPEAT EXAMINATION

Procurement Management – PMGT0347

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.06.27

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Sri Lankan Apparel industry is one of the most significant and dynamic contributors for Sri Lankan economy. In the Industrial export sector of Sri Lanka, the textile and garment sector accounts for the highest contribution approximately accounting for 50% of the total export earnings every year.

This hypothetical case is related to TRIMES garments Pvt. (Ltd.), which considers to be the largest apparel manufacturer and exporter in Sri Lanka, that spends over half of their returns externally, for purchased goods and services. Thus, reducing purchasing expenditure can result in substantial improvements of their profit margin.

Today, purchasing is not considered as a supportive function, it is seen as a strategic and an important element of a company's organizational structure. The procurement of goods and services at TRIMES, varies from day-to-day items to essential items, where they are being sourced locally and Internationally. Some of TRIMES purchasing includes products and services like: White color woven yarn, highly expensive embossed unique linen materials sourced from Belgium, cotton thread, plain colored buttons, common accessories and special accessories, common stiff, clothing dye, cloth tags, laser cut machines, weaving machines and machine operators (people). Apart from clothing dye, common stiff and common accessories all other material are sourced globally.



Answer the following questions referring to the case study above:

- (a) Define the term "Purchasing". Briefly explain the 5 'Rights' of defining purchasing. (06 Marks)
- (b) Identify the procurement positioning of TRIMES according to the Kraljic Portfolio Purchasing Model (09 Marks)
- (c) Complete the table 1.1 with the knowledge of INCOTerms 2012 (05 marks)
(Refer the attachment 01)

Question 02

- (a) What is the definition given for e-procurement by the CIPS? (04 Marks)
- (b) Explain in detail the barriers to a successful e-auction (06 Marks)
- (c) The Procurement Assistant in TRIMES at the Procurement Department suggests for moving towards an e-procurement system. Imagine that you are the Procurement Assistance, and write a report to be submitted to the CEO elaborating on the advantages, disadvantages, risks and challenges of moving to such a system. (10 Marks)

Question 03

- (a) List down the two types of capital equipment. Explain each capital equipment's characteristics with appropriate examples (03 Marks)
- (b) The Procurement Department of TRIMES is to introduce a new production line for 'Denim clothes' from 2019 second quarter onwards. According to the analyzed demand, the procurement department has decided on increasing the machinery capacity. Thus, evaluating the options of purchasing and leasing of the special 'Denim material sewing machines'. Each machine has a life time of 04 years and the below cash flows.



Assuming that you are the Head of the Procurement Department, recommend which option is the most suitable to be implemented. Support your answer with the relevant reasons. (Hint: Use the Discounted Payback Period approach and the NPV approach in evaluating)

What other functions of the organization you would recommend discussing with, regarding this decision?

Table : 3.1 Net cash inflows and outflows

#	Options	Initial cost of the option LKR ('000)	Total Cash Inflows LKR ('000)			
			Year 1	Year 2	Year 3	Year 4
1	Purchasing - Brand new	1,000	440	335	260	270
2	Leasing - Brand New	740	300	255	235	165
3	Leasing - Second hand	820	325	280	250	200

The COC is to be 10%.

(Refer attachment 02)

(17 Marks)

Question 04

- Explain the factors affecting pricing decisions in detail (10 Marks)
- List down and explain the various methods of organizing the procurement function in a company / firm (05 Marks)
- Suppliers are also considered as stakeholders to the organization, and their behaviors, capabilities, attitudes and performance can have a profound impact on a customer. Discuss on five (05) the attributes of a good supplier (05 Marks)

Question 05

- Define the terms "Outsourcing" and "Core Business Activity"? (05 Marks)
- Explain in detail why an organization uses the concept of outsourcing? (08 Marks)
- List down ten (10) key contractual elements in an SLA (05 Marks)
- List down four (04) strategies to avoid outsourcing pitfalls (02 Marks)



Question 06

- (a) What is NPC and its role in public procurement in Sri Lanka? (04 Marks)
- (b) A commodity is a raw material or primary agricultural product that can be bought and sold. The principle commodities include: Aluminum, Cocoa, Coffee, Copper, Cotton, Lead, Nickel etc. There are two types of commodities:
- (i) Distinguish between hard and soft commodities providing examples where necessary (03 Marks)
- (ii) Explain the reasons for commodity price fluctuations. (07 Marks)
- (iii) Suppose 2 kgs of 'Soy Beans' is required per day for a sales boutique that sells 'Soy Ice cream'. The actual market price of 'Soy Beans' of 05 successive days is, 150,130,155,145,130 USD per kg. With the budget buying policy, 300 USD will be spent every day.
Calculate the average market price. Among budget buying and time budgeting policies determine which is the best to be used when compared with the average market price? (06 Marks)

Question 07

- (a) Briefly explain what is mean by purchasing devolution. (05 Marks)
- (b) Explain the advantages of centralizing the procurement function in a company (05 Marks)
- (c) Distinguish between public sector project procurement and private sector project procurement (05 Marks)
- (d) List down the sourcing principles from fair trade (05 Marks)



Question 08

- (a) List down and explain the three (03) levels of Strategy (04 Marks)
- (b) Explain how the purchasing function will appear in any two (02) of the following different types of organizations
- (i) Process Industry
- (ii) Small Single Product Organization
- (iii) Extractive industries (06 Marks)
- (c) Briefly explain Negotiation skills (05 Marks)
- (d) Explain the four steps to follow to determine your BATNA in a given negotiation (05 Marks)

-----END OF THE QUESTION PAPER-----



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Attachment 02

Present value of 1

Periods	Rate														
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	12%	15%			
1	0.9901	0.9804	0.9709	0.9615	0.9524	0.9434	0.9346	0.9259	0.9174	0.9091	0.8929	0.8696			
2	0.9803	0.9612	0.9426	0.9246	0.9070	0.8900	0.8734	0.8573	0.8417	0.8264	0.7972	0.7561			
3	0.9706	0.9423	0.9151	0.8890	0.8638	0.8396	0.8163	0.7938	0.7722	0.7513	0.7118	0.6575			
4	0.9610	0.9238	0.8885	0.8548	0.8227	0.7921	0.7629	0.7350	0.7084	0.6830	0.6355	0.5718			
5	0.9515	0.9057	0.8626	0.8219	0.7835	0.7473	0.7130	0.6806	0.6499	0.6209	0.5674	0.4972			
6	0.9420	0.8880	0.8375	0.7903	0.7462	0.7050	0.6663	0.6302	0.5963	0.5645	0.5066	0.4323			
7	0.9327	0.8706	0.8131	0.7599	0.7107	0.6651	0.6227	0.5835	0.5470	0.5132	0.4523	0.3759			
8	0.9235	0.8535	0.7894	0.7307	0.6768	0.6274	0.5820	0.5403	0.5019	0.4665	0.4039	0.3269			
9	0.9143	0.8368	0.7664	0.7026	0.6446	0.5919	0.5439	0.5002	0.4604	0.4241	0.3606	0.2843			
10	0.9053	0.8203	0.7441	0.6756	0.6139	0.5584	0.5083	0.4632	0.4224	0.3855	0.3220	0.2472			
11	0.8963	0.8043	0.7224	0.6496	0.5847	0.5268	0.4751	0.4289	0.3875	0.3505	0.2875	0.2149			
12	0.8874	0.7885	0.7014	0.6246	0.5568	0.4970	0.4440	0.3971	0.3555	0.3186	0.2567	0.1869			
13	0.8787	0.7730	0.6810	0.6006	0.5303	0.4688	0.4150	0.3677	0.3262	0.2897	0.2292	0.1625			
14	0.8700	0.7579	0.6611	0.5775	0.5051	0.4423	0.3878	0.3405	0.2992	0.2633	0.2046	0.1413			
15	0.8613	0.7430	0.6419	0.5553	0.4810	0.4173	0.3624	0.3152	0.2745	0.2394	0.1827	0.1229			
16	0.8528	0.7284	0.6232	0.5339	0.4581	0.3936	0.3387	0.2919	0.2519	0.2176	0.1631	0.1069			
17	0.8444	0.7142	0.6050	0.5134	0.4363	0.3714	0.3166	0.2703	0.2311	0.1978	0.1456	0.0929			
18	0.8360	0.7002	0.5874	0.4936	0.4155	0.3503	0.2959	0.2502	0.2120	0.1799	0.1300	0.0808			
19	0.8277	0.6864	0.5703	0.4746	0.3957	0.3305	0.2765	0.2317	0.1945	0.1635	0.1161	0.0703			
20	0.8195	0.6730	0.5537	0.4564	0.3769	0.3118	0.2584	0.2145	0.1784	0.1486	0.1037	0.0611			
25	0.7798	0.6095	0.4776	0.3751	0.2953	0.2330	0.1842	0.1460	0.1160	0.0923	0.0588	0.0304			
30	0.7419	0.5521	0.4120	0.3083	0.2314	0.1741	0.1314	0.0994	0.0754	0.0573	0.0334	0.0151			
35	0.7059	0.5000	0.3554	0.2534	0.1813	0.1301	0.0937	0.0676	0.0490	0.0356	0.0189	0.0075			
40	0.6717	0.4529	0.3066	0.2083	0.1420	0.0972	0.0668	0.0460	0.0318	0.0221	0.0107	0.0037			



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Year 3 Semester I

REPEAT EXAMINATION

Procurement Management PMGT0347

Index No :

Attachment 01 (Note : - Attach this answer sheet to the answer booklet provided)

Question 01 (Compulsory)

(d) Fill in the blanks of the table given below with the respective responsibilities of the seller and buyer as of providing the service (You may denote 's' as the seller and 'b' as the buyer)

(05 Marks)

INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	Export Packaging	Export Clearance	Ocean Freight/Air Freight	Nominate Export Forwarder	Customs broker clearance fees
EXW							
FAS							
CPT							
CFR							
DAT							



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02
to 02

Year 3 Semester I

REPEAT EXAMINATION

Transport Contract and Regulations – TRCR0333

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.06.26

Pass mark: 50%

Time: 03 Hours

Question: (Compulsory)

Jonathan is a Director of a leading logistics company in Sri Lanka called TFC. This company wishes to expand its businesses in Hambanthota with the intention of diversifying its businesses to cater the developments taking in that area. The company has identified a plot of land owned by Nirosha who is a teenager who has lost both her parents during 2004 Tsunami and ultimately became the owner of this land upon a testamentary case. TFC has also obtained an offer from a Chinese construction company called Ti-Sung operating in the area to build state-of-the-art logistics centre, and TFC is willing to conclude a contract for its construction on this land. In the meantime, Nirosha's neighbour has informed Jonathan that this young teenager is addicted to drugs and takes them at night. Also, a competitor of Ti-Sung has informed Jonathan that this company is bankrupt in China. Discuss the following.

- (a) Jonathan's capacity to contract in any of these contracts on behalf of the company TFC. (02 Marks)
- (b) Nirosha's capacity to contract being a teenager. (03 Marks)
- (c) Nirosha's addition to drugs and her capacity to contract. (01 Marks)
- (d) Alleged bankruptcy of Ti-Sung and its' implications in Sri Lanka. (03 Marks)



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- (e) Obligation of TFC to do a due diligence on Ti-Sung before contracting.
(05 Marks)
- (f) Effects of 'void' and 'voidable' nature of contract in relation to this whole problem.
(06 Marks)

Question 02

"INCOTERMS are essential means of determining one's rights and obligations involved in carriage of goods process in any means of transportation. Though it is not law, the use of these terms makes matters convenient and simpler for both the seller and the buyer in a sales contract."

- (a) Provide a brief statement on the importance of using INCOTERMS in transportation.
(04 Marks)
- (b) Write short descriptions on the following terms:
(i) EXW (ii) FAS (iii) CPT (iv) FCA (v) CFR
(1*5 Marks)
- (c) Distinguish the use of FOB and CIF as terms used in sea carriage, and also determine the use of these two terms for the benefit of the shipper and the consignee separately.
(06 marks)
- (d) The Petroleum Corporation imports refined / produced petroleum products from the Middle-East to Sri Lanka. Due to the maintaining of quality in the products so imported, the Petroleum Corporation requires the exporting petroleum provider in those Middle-Eastern companies to take the responsibility of re-taking the consignment if rejected by local authorities in Sri Lanka before been unloaded. Suggest and explain the best INCOTERM that the Petroleum Corporation can adopt in its contracts with the exporters to best suit its business model.
(05 Marks)



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Question 03

An exporter of Gems has used the air transportation method to deliver a package weighing 5.678 kg (gross weight) of Gems from Sri Lanka to Monaco. The particular carriage has been performed by Air-Wicks, a leading air-courier company. They had also provided an insurance coverage to the exporter valuing United States Dollars (USD) 250,000/- for loss, damage, or delay. The particular courier has mistakenly cleared the package while the goods were in transship in Istanbul, Turkey. At clearing, the Turkish Customs have asked the courier company to pay relevant importation taxes, and realizing their mistake, the courier company has re-shipped the goods back to Sri Lanka, causing a non-delivery of the goods to the Sri Lanka based exporter. Since, the contract of carriage has not been duly executed, the exporter seek your advice for the following;

- (a) Courier's liability for non-delivery of goods. (04 Marks)
- (b) The relevant applicable international convention and the corresponding law in Sri Lanka. (05 Marks)
- (c) Courier's right to limit his liability. (07 Marks)
- (d) Success of exporter's legal action against a Courier. (04 Marks)

Question 04

"The competence and fitness of a vehicle is an important and an integral part of the transportation obligation vested upon the transporter. Seaworthiness and airworthiness are therefore linked to these concepts when sea and air means of transportation are used respectively for carriage of goods or persons". Considering this statement, answer the following;

- (a) State the main elements of Seaworthiness of a ship and briefly explain. (06 Marks)
- (b) State the difference between (i) Express terms, (ii) Implied terms, (iii) Innominate terms. (06 Marks)
- (c) (d) State in what circumstance could 'deviation' be justified in a carriage situation and briefly explain your answer. (08 Marks)



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Question 05

“Measuring the weights of the containers and their contents prior to shipment is highly necessary in present day shipping for the benefit of protecting not only the ship but also the other equipments that are used for loading and unloading of those containers. In line with Safety of Life at Sea Convention (SOLAS), the compulsory compliance with Verified Gross Mass (VGM) was made legally enforceable in the very recent past in Sri Lanka.” Write an essay on how VGM process must take place in accordance with the Merchant Shipping Rules. (20 Marks)

Question 06

The Sri Lankan Parliament recently approved and passed the Bill relating to Carriage by Air in line with the Montreal Protocol applying to carriage of goods and person by air. Provide an extensive commentary on the new law relating to air carriage in Sri Lanka. (20 Marks)

Question 07

Transport is not just confined to one area or model. Historically, road transportation was the only mode of carriage and delivery, but sea transportation developed rapidly due to sea-faring by Greeks and Vikings. Thereafter, rail transportation and Air transportation were added to the entire multi modal transportation system that exists nowadays. Freight Forwarders play an important and leading role in transporting goods from one destination to another using these different modes and transportation that the shippers and consignees cannot execute physically by themselves alone. Discuss the following.

- (a) Freight Forwarder's role as a service provider describing the main types of agency involved. (05 Marks)
- (b) Multi Modal Transport Document / Combined Transport Bill of Lading. (05 Marks)
- (c) Applicability of international legal regulation at time of liability for damage occurred to goods while in Sea carriage. (mention the name of Conventions applicable) (04 Marks)



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02

- (d) In case where the Freight Forwarder has issued his House Bill of Lading for the entire Combined Transportation, determine the liability of such Freight Forwarder based on Contract and Tort. (06 Marks)

Question 08

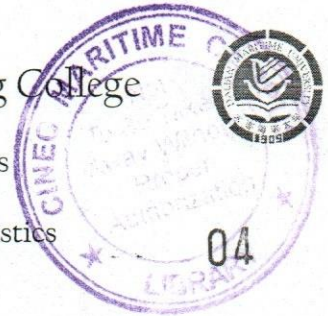
Write an analytically expressed essay on the "Importance of Developing a Sound Legal Structure for Logistics Affairs". (20 Marks)

-----END OF THE QUESTION PAPER-----

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Year 3 Semester I
REPEAT EXAMINATION

Marketing Management – MRKT037I

- This paper consists of EIGHT questions on SIX (06) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.06.25

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Laundry Soap Market

Laundry soap is one of the essential products to the consumer. Hence, this has achieved an important space in the shelf of the groceries and super markets.

Sunlight, the world-famous household name was the first brand to be introduced to the Sri Lankan market by Unilever. Although the product was initially imported to Sri Lanka, later the company establishes a local manufacturing plant to satisfy the increasing demand of the local customers.

Multi-purpose nature of the Sunlight soap, its great washing ability, as well as its gentleness towards the skin has made this brand number one choice amongst Sri Lankan housewives for decades. There are several soap categories and varieties such as laundry soap and laundry soap powder added to the Sunlight portfolio providing customers with



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greater choice and improved washing experience. Currently company is the market leader in the Sri Lankan laundry market owing close to 60% of the market share.

Laundry soap industry in Sri Lanka is continually being affected by variety of macro and micro factors, including social, technological, economical, legal and political factors affecting the stability and growth of the sector.

According to the article "Trends in the soap and detergent industry in Asia, except in a few countries where the soap and detergent industry is well developed, the production and consumption of soaps and detergents are low as compared with those in Western Europe and North America. But there are opportunities for future development and expansion of the industry. The course of future development, however, may differ from country to country depending on the national situation and the standard of living.

Unlike in many other markets where washing soaps have been gradually replaced by detergent powders, consumers in rural and suburban regions continue to be widely used laundry soaps for their washing needs. Consumers typically use washing soaps as well as detergent powders; soaps for daily-wear clothes and powders for special clothes and items that are difficult to wash such as bed linens and curtains. According to the research findings, in urban and sub urban areas the use of washing machine and washing powder is increasing. However, the use of soap in rural areas has not changed in a considerable amount.

Sri Lankan laundry soap market consists number of laundry soap brands, but only few brands dominate the market with substantial market share. Some of those brands are,



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04

Sunlight, Wonderlight, Perlwite, Delmalight, Bar soap. Most of the consumers have brand loyalty towards the brand Sunlight as result of the first mover advantage they have being the first branded laundry soap in Sri Lanka.

The brand Sunlight has been strongly positioned in consumer mind. Sri Lankan people remember the colors, themes, jingles, locations of Sunlight Commercials well. When the sound of the jingle plays, they know that it is about Sunlight. Considerable number of consumers also use the products like Perlwite, Delmalight, and Wonder light, and some people are not brand conscious. Further, Sri Lankan has poor perception in terms of the quality of the local brands. This has also resulted for them to be loyalty to the brand Sunlight.

The above data has been based on a real-life situation, but details have been changes for assessment purposes and may not be an accurate reflection of reported news.

Using the given case scenario and additional knowledge you have regarding the situation, you are required to answer following questions;

- (a) Explain the importance of monitoring trends in the macro environment to a market leader such as Sunlight. (04 Marks)
- (b) Evaluate two key social-cultural trends effecting to the laundry soap market (08 Marks)
- (c) Predict one opportunities and one threats that they will face in future laundry soap market. (08 Marks)

(Total 20 Marks)



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Question 02

You work for a restaurant based in a large city and have been asked by your manager to produce an email to be sent to the management team, that:

(a) Explain the importance of having a Marketing Information System(MIS) and explain two sources of the three main sources use for developing needed data for MIS.

(10 Marks)

(b) Discuss the steps that you would take to research the market potential for a new menu

(10 Marks)

(Total 20Marks)

Question 03

Working within a national hotel chain, you have been asked to produce a report which will be circulated to the managers of each hotel in your chain. Using examples from the hotel industry, your report should:

(a) Explain the ways in which buyers psychological and cultural factors affect their final choice on a hotel

(10 Marks)

(b) Illustrates consumers buyer decision process.

(10 Marks)

(Total 20 Marks)

Question 04

An organisation wants to launch a new consumer durable product into a country with an emerging economy. Segmentation, targeting and positioning are three important strategic decision that company should consider when entering to a new market. You are required to;



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04

- (a) Advise two main bases available for company to segment the market with examples from each category. (8 Marks)
- (b) Evaluate three strategies that organization could use to target their selected market segment (12 Marks)
- (Total 20 Marks)

Question 05

You work in the marketing department of a large car manufacturing company. You have been asked by your manager to provide a briefing paper for all the other department managers, that:

- (a) Identifies each stage of the new product development (NPD) process within the car manufacturing industry. (10 Marks)
- (b) Recommends with justification, three suitable marketing communication tools that the organisation could use for enhancing its sales

(10 Marks)

(Total 20 Marks)

Question 06

As a consultant employed by a large multinational fashion brand looking to enter new geographical market, you have been asked to assist in their new marketing effort. You are required to:

- (a) Discuss TWO strategies that the company could adopt for pricing their new product. (10 Marks)
- (b) Recommend two suitable channels/ distribution systems that the local shipping line could use to market its services. (10 Marks)

(Total 20 Marks)



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Question 07

Deciding on the global marketing program is an important strategic decision in global marketing. Explain the option that a company have when deciding the global marketing campaign using examples. (20 marks)

Question 08

Marketing receives considerable level of criticism. Some of this criticism is justified; a large amount is not. Social critics claim that certain marketing practices hurt individual consumers, society as a whole and other business firms.

- a) Explain how marketing can bring negative effect to individual customer and society, using examples to elaborate on your points (12 Marks)
- b) Discuss two common public actions that can be used for regulating unethical marketing practices. (08 Marks)

(Total 20 Marks)

-----END OF THE QUESTION PAPER-----



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02

Year 3 Semester I

REPEAT EXAMINATION

International Economics – ECON0320

- This paper consists of EIGHT questions on TWO (02) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.06.24

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Explain that background of the international trade of Sri Lanka with rest of the world using recent economic publications. (20 Marks)

Question 02

Why does countries do international trade? Explain one of theory among them (20 Marks)

Question 03

There are two countries namely A and B and can produce two commodities of product X and Y. Country A can produce product X in lower opportunity cost than country B while country B can produce product Y in lower opportunity cost than country B. Consider the Ricardian model and derive the Offer curves for the both nations. (20 Marks)

0002



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Question 04

Using appropriate diagram explain cost and benefits of tariff which imposed by small nation (20 Marks)

Question 05

- (a) Different types of economic integration with appropriate examples (15 Marks)
- (b) What are the conditions required to increase welfare of nation after economic union. (05 Marks)

Question 06

- (a) Explain the relationship between National Accounting and Balance of payment. (10 Marks)
- (b) Explain the relationship between price of dollar and Balance of payment (10 Marks)

Question 07

- (a) distinguish between currency depreciation & appreciation (05 Marks)
- (b) "under the floating exchange rate system, the price for rupee in term of the foreign currency determine according to the supply of rupee & demand of rupee" explain situation where the demand for rupee increases & situation where supply rupee increases (15 Marks)

Question 08

Write short notes on any four (4) of the following

- (a) Term of trade Equilibrium
- (b) Factor price equalization theory
- (c) Trade creating custom union
- (d) Forward Contracts
- (e) Forex Market activities (4x5 Marks)

-----END OF THE QUESTION PAPER-----



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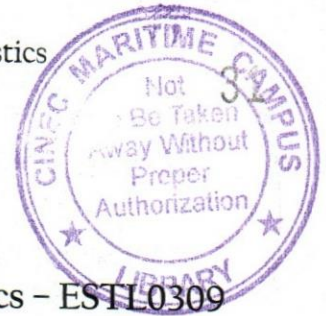
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Year 3 Semester I

SEMESTER END EXAMINATION

Environmental and Social Impacts of Transport and Logistics - ESTL0309

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.04.03

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

The issue of transportation and the environment is paradoxical in nature, and has far reaching impact to the environment.

- (a) Briefly Explain as to what causes the paradox. (05 Marks)
- (b) Identify the three types of impacts to the environment that can be attributed to transportation with examples (15 Marks)

Question 02

Climate change is typically associated with carbon emissions and transportation is a major contributor to this impact

- (a) Identify three types of Climate Change (08 Marks)
- (b) Identify two associated impact to the types of climate change identified in 2(a) above with examples (12 Marks)



Question 03

Achieving Sustainability poses considerable challenges, given the complexities associated with the very term.

- (a) What are the challenges to the human mind in ensuring sustainability. (08 Marks)
- (b) Explain in detail these challenges. (12 Marks)

Question 04

Geophysicist Marion King Hubbert came up with Peak theory and based on that 'Peak Oil' is a scenario that is dreaded by almost all, and is expected to create chaos to the very existence of humanity.

- (a) What is Peak Oil define ? (05 Marks)
- (b) Explain four reasons for the inevitable scenario of Peak Oil (15 Marks)

Question 05

Environment Impact Assessment (EIA) process provides a framework to ensure that development is achieved without depleting the environment and its resources.

- (a) Identify the purposes associated with EIA (06 Marks)
- (b) The screening step will identify the need for an EIA. Identify the two approaches taken for Screening and explain the process (14 Marks)

Question 06

Conceptual changes are one way of reducing CO₂ emissions from transport, though operation measures are also required to achieve the same.

- (a) What are the focal points for CO₂ reductions in operational solutions for CO₂ reductions. (04 Marks)
- (b) Road Transportation is one of the highest contributors to CO₂ emissions. Identify five technologies that would help reduce emissions (10 Marks)



- (c) Identify three alternative fuels that are in use today and their sources
(06 Marks)

Question 07

Sustainability is a complex concept. Sustainability presumes that resources are finite, and should be used conservatively and wisely with a view to long-term priorities and consequences of the ways in which resources are used." In simplest terms, sustainability is about our children and our grandchildren, and the world we will leave them.

- (a) Briefly Define Sustainability (03 Marks)
- (b) To achieve sustainability if its factors or dimensions should not show linear behavior then what would be the expected behavior to achieve sustainability, and what are those dimensions. (10 Marks)
- (c) For a developing nation such as Sri Lanka what is the impact of this non-linear behavioral requirement. (05 Marks)
- (d) How does the sustainability challenge 'measurability' relate to these three dimensions of sustainability? (02 Marks)

Question 08

Changes such as the redesign of distribution networks, the optimization of transportation modes or the implementation of city logistics concepts can notably improve the CO₂ footprint of logistics, the industry will not become a low carbon sector without operational changes, especially without adopting new, more efficient technologies.

- (a) What are the three focal points in developing operational solutions in logistics towards sustainability. (12 Marks)
- (b) Identify four technologies which can be used as operational solutions towards reducing GHG emissions in road freight (08 Marks)

-----END OF THE QUESTION PAPER-----



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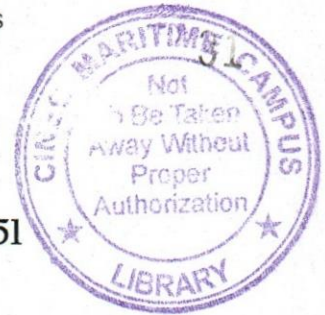
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Year 3 Semester I

SEMESTER END EXAMINATION

Port Loading and Unloading Techniques – PORT0251

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.04.01

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

- (a) Name different types of RO -RO Vessles? (05 Marks)
- (b) What are the different Terminal Planning requirements for a RO - RO Terminal? (05 Marks)
- (c) What are the facilities and human resources required for Automobile Handling RO-RO Terminal? (05 Marks)
- (d) List out safe operation best practices adopted for safe damage/accident free operation? (05 Marks)

Question 02

- (a) What are the activities involved in Direct and Indirect Terminal Operation? (05 Marks)
- (b) Select two and give examples for Direct and Indirect Terminal Operation? (05 Marks)
- (a) LPG Handling
 - (b) Vehicle Handling (RO - RO Operation)
 - (c) Dry Bulk - Cement Handling
 - (d) Passengers Handling



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(c) Name five cargo handling terminals in a port? (05 Marks)

(d) Name three container terminals in the Port of Colomobo? (05 Marks)

Question 03

What are the different Liquid BULK cargo handling terminals and discuss facilities and operation? (20 Marks)

Question 04

"Container Terminal"

- (a) What are the main terminal planning requirements for a container terminal? (05 Marks)
- (b) What are the equipments & attachments used for ship operation? (05 Marks)
- (c) What are the equipments used for Quay Transfer Operation? (05 Marks)
- (d) What are the equipments used for Storage Stacking Operation? (05 Marks)

Question 05

"General Cargo - Break Bulk Cargo Handling Multi Purpose Terminal"

- (a) What are the different ship based & shore based cargo handling equipment? (10 Marks)
- (b) What are the factors that affect ship discharging and loading operation Hook Cycle Time? (10 Marks)

Question 06

What are the Port and Terminal facilities that should be available to handle Cruise Ships? (20 Marks)



Question 07

What are the different Dry BULK cargo handling terminals and discuss facilities and operation? (20 Marks)

Question 08

"Automated Container Terminal"

(a) Name three semi or fully automated terminals in the world?

(03 Marks)

(b) What are the different automated container terminal handling equipments and facilities under each Terminal Operation?

(17 Marks)

-----END OF THE QUESTION PAPER-----

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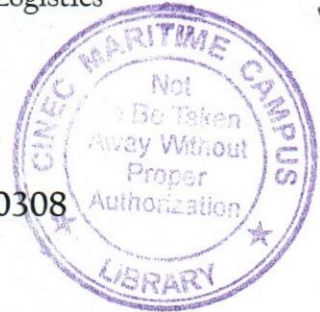


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Year 3 Semester I

SEMESTER END EXAMINATION

Airline Business Management – ABMG0308



- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.03.29

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) List down the two main drivers of air travel demand (05 marks)
- (b) Identify two types of maintenance activities carried out in an airline (05 marks)
- (c) What is a flight schedule? Explain in brief. Identify the elements of a flight schedule (05 marks)
- (d) List 02 factors affecting the demand of airline services. (05 Marks)

Question 02

- (a) During the last three decades, there has been a growing trend towards liberalization in the international air travel market. With the amplified effects of the globalization more and more governments have acknowledged the benefits of liberalization. In your view what are the pros and cons of liberalization for a country? What is your opinion on liberalisation of international air travel? You may support your answer with examples. (15 marks)
- (b) Write down the basic airline profit equation. (05 marks)



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Question 03

- (a) There are four steps in the route development and flight scheduling process. Explain in detail what are they and the types of planning/activities in each phase. You may use examples from the airline industry to explain your answer. (10 Marks)
- (b) There are several factors that an airline consider when adding new aircraft to its fleet. What are these factors that affects airline's choice of aircraft type? Explain these with relevant examples. (10 marks)

Question 04

- (a) Vistara Airlines is expanding its operations to South Asia with the growing tourist attraction towards some of the South Asian countries. The airline is ordering 15 new aircraft which are considered as a fuel efficient modern aircraft. These aircraft are A320 neo and A350 aircraft type. As a fleet planner in the airline explain the economic evaluation process applicable in the decision making process of buying these intended aircraft models. What are the financial impacts of the new fleet planning exercise? (08 marks)
- (b) Crew cost is considered as the second largest cost for an airline. In order to maximize the cost and make the maximum utilization of the crew adhering to applicable national rules and regulations airline adopt various strategies. In this context explain what is crew pairing, rostering, sit connection, lay over and a duty period. You may use an example to support your answer. (08 marks)
- (c) What is maintenance analysis and its components? (04 marks)



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Question 05

There are many factors that affect human performance. These factors can be grouped into three main broad areas. Explain two factors from each category in detail with examples from airline industry. (20 marks)

Question 06

- (a) An airline's product is an intangible one which is instantly perishable and cannot be stored. Identify the Core service, Actual Service, Augmented service and Potential service of an airline's product. (08 Marks)
- (b) Briefly explain Fleet and Schedules related product features (08 Marks)
- (c) List down the main reasons for ratification of the Montreal Convention (04 Marks)

Question 07

- (a) Fare rules govern the conditions that must be met for a passenger to qualify for a fare. Explain fare rules with examples. (10 Marks)
- (b) Briefly explain 5 revenue management fences (10 Marks)



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Question 08

- (a) Explain the consumer rights applicable for a passenger in the event of a flight delay, flight cancellation, denied boarding, delayed, lost or damaged baggage in the context of EC Regulation 261. (10 Marks)
- (b) List 02 marketing communication techniques used for promotions in the airline industry. (02 Marks)
- (c) Write down 03 airline profit maximizing strategies indicating the intended benefit and the strategy pitfall of each. (08 Marks)

-----END OF THE QUESTION PAPER-----



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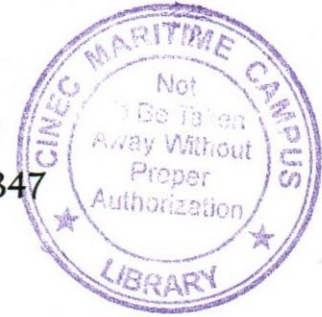


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Year 3 Semester I

SEMESTER END EXAMINATION

Procurement Management – PMGT0347



- This paper consists of EIGHT questions on SIX (06) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.03.27

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Procurement, which refers to the raw material, component parts, and supplies bought from outside organizations to support a company's operations, is an important activity and closely related to logistics because acquired goods and services must be entered in to the supply chain in exact quantities and at the precise time that they are needed. While procurement has been traditionally viewed as transactional in nature, recent studies indicate that the profile is rising due to the increased globalization and complexity of today's supply chains.

PRINTWAVE : More than just ink on paper

This hypothetical case study is related to 'PRINTWAVE', which is a medium scaled printing firm giving end to end printing solutions to the customers. PRINTWAVE operates with 03 branches in Colombo Metropolitan Area and 02 branches in Colombo suburbs, where procurement is handled by the central procurement department. The procurement function at the central office is organized with category management, where several teams are responsible in purchasing several categories of goods. Many of the PRINTWAVE's inputs are sourced internationally, while few are bought from local suppliers. Some of the PRINTWAVE's products and services that are purchased for the coming quarter includes: sublimation ink for printers, offset book printing machine, silicon quoted paper and holographic paper used for customized printing purposes, 90gsm and 100gsm white colored printing papers, 350gsm and 400gsm business card printing papers, paper cutting machine, embossed colored boards,



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Binding Glue, Laminate paper, Binding tags, shrink wraps. Also, PRINTWAVE will be recruiting an offset printing machine operator service and security services. Apart from binding tags, binding glue, 90gsm and 100gsm white colored printing papers all others are sourced Internationally. When doing International purchasing, the procurement department uses International Commercial Terms that are being incorporated in contracts for sale, providing guidance for the responsibilities of all trade related parties.

Answer the following questions referring to the case study above:

- (a) Illustrate the procurement cycle for PRINTWAVE. (05 Marks)
- (b) Identify the procurement position of PRINTWAVE according to Kraljic's Portfolio matrix (06 Marks)
- (c) Discuss the problems that PRINTWAVE would face with International purchasing (04 Marks)
- (d) Complete the table 1.1 with the knowledge of INCOTREMS 2012 (05 marks)
(Refer the attachment 01)

Question 02

- (a) (i) Define Public procurement. (03 Marks)
(ii) Briefly explain two (02) ethics of Public Procurement under Procurement Guideline 2017. (03 Marks)
- (b) A commodity is a raw material or primary agricultural product that can be bought and sold. These commodities are most often used as inputs in the production of other goods and services. The principle commodities include: Aluminum, Cocoa, Coffee, Copper, Cotton, Lead, Nickel etc. There are two types of commodities:
 - (i) Distinguish between hard and soft commodities providing examples where necessary (03 Marks)
 - (ii) Explain in brief, the short-term price stabilization schemes used to overcome the price fluctuations of soft commodities, especially in the case of commodities like rice. (05 Marks)
 - (iii) Suppose 2 kgs of 'Soy Beans' is required per day for a sales boutique that sells 'Soy Ice cream'. The actual market price of 'Soy Beans' of 06 successive days is,



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150,130,155,145,145,130 USD per kg. With the budget buying policy, 300 USD will be spent every day.

Calculate the average market price. Among budget buying and time budgeting policies determine which is the best to be used when compared with the average market price? (06 Marks)

Question 03

(a) List down the two types of capital equipment. Explain each capital equipment's characteristics with appropriate examples (03 Marks)

(b) The Central Procurement Department of PRINTWAVE is to introduce a low-cost book/magazine printing service from 2019 second quarter onwards. According to the analyzed demand that have forecasted through a comprehensive market survey the Procurement Division has decided on increasing their printing capacity which will require new set of printing machineries. The Procurement Division is evaluating the options of purchasing and leasing of the offset book printing machines. Each machine has a life time of 04 years and the below cash flows. The COC is to be 9%.

Assuming that you are the Head of the Procurement Division, recommend which option is the most suitable to be implemented. Support your answer with the relevant reasons. What other functions of the organization you would recommend discussing with, regarding this decision?

(Hint: Use the Discounted Payback Period approach and the NPV approach in evaluating)



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Table : 3.1 Net cash inflows and outflows in '000

Options	Initial Cost (LKR)	Total Net Cash Inflows (LKR)			
		Year 1	Year 2	Year 3	Year 4
Brand new offset to be purchased from Seller 1	1,050	440.5	335	260	270
Used offset to be purchased from Seller 1	840	300	350.5	240	165
Brand new offset to be leased from Seller 2	820	325.5	280	225	200

(Refer attachment 02)

(17 Marks)

Question 04

- (a) Explain the factors affecting pricing decisions in detail (10 Marks)
- (b) List down and explain the various methods of organizing the procurement function in a company / firm (05 Marks)
- (c) Suppliers are also considered as stakeholders to the organization, and their behaviors, capabilities, attitudes and performance can have a profound impact on a customer. Discuss on five (05) the attributes of a good supplier (05 Marks)

Question 05

- (a) (i) List down the characteristics of a service. (02 Marks)
- (ii) Imagine that you are appointed as the procurement specialist of an outsourcing project of a medium-scale beverage processing company (production per months 100,000 units approximately). The board of directors have decided some functions to outsource among them the procurement function is having their priority. Write a brief report, giving consultation, while explaining the benefits, risks and challenges of this decision. (10 Marks)



- (b) (i) Identify the common elements of projects? (03 Marks)
- (ii) Distinguish between public sector project procurement and private sector project procurement (05 Marks)

Question 06

- (a) Define electronic procurement in your own words (03 Marks)
- (b) Describe the process of a reverse auction (03 Marks)
- (c) Briefly explain four (04) barriers to a successful e-auction (04 Marks)
- (d) The Procurement Assistant in PRINTWAVE Central Procurement Department suggests for moving towards an e-procurement system. Imagine that you are the Procurement Assistance, and write a report to be submitted to the Head of Procurement elaborating on the advantages, disadvantages, risks and challenges of moving to such a system. (10 Marks)

Question 07

- (a) Briefly explain five (05) environmental practices in procurement (05 Marks)
- (b) Explain the advantages of centralizing the procurement function in a firm / company (05 Marks)
- (c) Briefly explain the four stage purchasing development model (05 Marks)
- (d) Discuss two (02) internal organizational factors that have led to the changing role of purchasing and supply (05 Marks)



Question 08

- (a) Explain how the purchasing function will appear in any two (02) of the following different types of organizations
- (i) Distributive and retail industry
 - (ii) Major manufacturing organizations
 - (iii) Extractive industries (06 Marks)
- (b) Explain any two (02) of the tools of analysis under strategic analysis (06 Marks)
- (c) Briefly explain Negotiation skills. Describe why Negotiation skills are important in procurement. (08 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

SEMESTER END EXAMINATION

Procurement Management – PMGT0347

Index No :

Attachment 01 (Note : - Attach this answer sheet to the answer booklet provided)

Question 01 (Compulsory)

(d) Fill in the blanks of the table given below with the respective responsibilities of the seller and buyer as of providing the service (You may denote 's' for the seller and 'b' for the buyer) (05 Marks)

INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	Export Packaging	Export Clearance	Ocean Freight/Air Freight	Destination Terminal charges	Customs broker clearance fees
EXW							
FCA							
CPT							
CIP							
DAT							



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Attachment 02PV table

Periods	Rate														
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	12%	15%			
1	0.9901	0.9804	0.9709	0.9615	0.9524	0.9434	0.9346	0.9259	0.9174	0.9091	0.8929	0.8696			
2	0.9803	0.9612	0.9426	0.9246	0.9070	0.8900	0.8734	0.8573	0.8417	0.8264	0.7972	0.7561			
3	0.9706	0.9423	0.9151	0.8890	0.8638	0.8396	0.8163	0.7938	0.7722	0.7513	0.7118	0.6575			
4	0.9610	0.9238	0.8885	0.8548	0.8227	0.7921	0.7629	0.7350	0.7084	0.6830	0.6355	0.5718			
5	0.9515	0.9057	0.8626	0.8219	0.7835	0.7473	0.7130	0.6806	0.6499	0.6209	0.5674	0.4972			
6	0.9420	0.8880	0.8375	0.7903	0.7462	0.7050	0.6663	0.6302	0.5963	0.5645	0.5066	0.4323			
7	0.9327	0.8706	0.8131	0.7599	0.7107	0.6651	0.6227	0.5835	0.5470	0.5132	0.4523	0.3759			
8	0.9235	0.8535	0.7894	0.7307	0.6768	0.6274	0.5820	0.5403	0.5019	0.4665	0.4039	0.3269			
9	0.9143	0.8368	0.7664	0.7026	0.6446	0.5919	0.5439	0.5002	0.4604	0.4241	0.3606	0.2843			
10	0.9053	0.8203	0.7441	0.6756	0.6139	0.5584	0.5083	0.4632	0.4224	0.3855	0.3220	0.2472			
11	0.8963	0.8043	0.7224	0.6496	0.5847	0.5268	0.4751	0.4289	0.3875	0.3505	0.2875	0.2149			
12	0.8874	0.7885	0.7014	0.6246	0.5568	0.4970	0.4440	0.3971	0.3555	0.3186	0.2567	0.1869			
13	0.8787	0.7730	0.6810	0.6006	0.5303	0.4688	0.4150	0.3677	0.3262	0.2897	0.2292	0.1625			
14	0.8700	0.7579	0.6611	0.5775	0.5051	0.4423	0.3878	0.3405	0.2992	0.2633	0.2046	0.1413			
15	0.8613	0.7430	0.6419	0.5553	0.4810	0.4173	0.3624	0.3152	0.2745	0.2394	0.1827	0.1229			
16	0.8528	0.7284	0.6232	0.5339	0.4581	0.3936	0.3387	0.2919	0.2519	0.2176	0.1631	0.1069			
17	0.8444	0.7142	0.6050	0.5134	0.4363	0.3714	0.3166	0.2703	0.2311	0.1978	0.1456	0.0929			
18	0.8360	0.7002	0.5874	0.4936	0.4155	0.3503	0.2959	0.2502	0.2120	0.1799	0.1300	0.0808			
19	0.8277	0.6864	0.5703	0.4746	0.3957	0.3305	0.2765	0.2317	0.1945	0.1635	0.1161	0.0703			
20	0.8195	0.6730	0.5537	0.4564	0.3769	0.3118	0.2584	0.2145	0.1784	0.1486	0.1037	0.0611			
25	0.7798	0.6095	0.4776	0.3751	0.2953	0.2330	0.1842	0.1460	0.1160	0.0923	0.0588	0.0304			
30	0.7419	0.5521	0.4120	0.3083	0.2314	0.1741	0.1314	0.0994	0.0754	0.0573	0.0334	0.0151			
35	0.7059	0.5000	0.3554	0.2534	0.1813	0.1301	0.0937	0.0676	0.0490	0.0356	0.0189	0.0075			
40	0.6717	0.4529	0.3066	0.2083	0.1420	0.0972	0.0668	0.0460	0.0318	0.0221	0.0107	0.0037			



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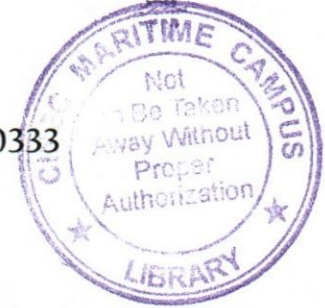
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Year 3 Semester I

SEMESTER END EXAMINATION

Transport Contract and Regulations – TRCR0333

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly



Date: 2019.03.25

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Excellent Palm Oil Private Limited is company registered in Sri Lanka, and operates under the Board of Investment (BOI) licence in Biyagama Export Promotion Zone. Among its principle business activities, this company imports quality plastic bottle containers from China, and exports its final product of palm oil in sealed bottles to a leading importer based in USA. In August 2018, 60 Cartons of each containing 100 plastic bottles were purchased from the Chinese supplier, and were consigned to Sri Lanka through its freight forwarder Light Ship Carriers Private Limited based in Colombo. When the goods arrived around 25th September 2018, it was found that 25 Cartons were missing. The particular shipment came on Freight Collect basis, and by the time Excellent Palm Oil Private Limited came to know that there was short delivery, full freight payment had already been paid to the Light Ship Carriers Private Limited. Due to the circumstance, Excellent Palm Oil Private Limited lost a very lucrative business opportunity, where its USA customer refused all its future shipments.

Considering the above scenario, answer the following:



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- (a) Describe the general carriage obligation of the Freight Forwarder towards the Importer in the present scenario. (04 Marks)
- (b) State whether the particular Freight Forwarder could have avoided its liability if 'Freight Pre-paid' option was used, and explain reasons for your answer. (04 Marks)
- (c) Advice Excellent Palm Oil company of possible actions against the Freight Forwarder for short delivery based on the relationship it had with that Freight Forwarder in carrying these goods. (06 Marks)
- (d) Discuss the types of damages and losses that the Excellent Palm Oil company can legally obtain from the Freight Forwarder in a possible legal action. (06 Marks)

Question 02

Ajith is a Customer Care Executive at a leading Ship Agency company called Cey-Links. This company functions as the principal agent for Cosmic Lines, a shipping line that operates between East Asia and Europe. Last Monday, a client based in Bangladesh contacted Ajith to inquire a possible transshipment cargo that needs be arranged from Colombo to La Havre after the goods arrive from Dhaka in a feeder vessel next week. Ajith contacted the Cosmic lines to check on its freight rate, and the rate was thereafter received by him on Wednesday, which he immediately informed the client by e-mail on the very same evening. While the shipment was to be effected next Monday, the return confirmation was sent by the client in Bangladesh on Friday evening around 8 pm via e-mail to Ajith. Unfortunately, without any knowledge of the receiving of this confirmation of the rate, Ajith was on leave the whole of Saturday though Cey-Link office was opened for business for half day. Sunday being a usual holiday for Cey-Link, Ajith returned to work on Monday and found the e-mail sent by his client immediately thereafter. By that time there wasn't any time to do the loading on the vessel, and knowing this fact, the client in Bangladesh became helpless in failing to load his cargo on board.



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Answer the following:

(a) Describe the terms (i) Offer; (ii) Acceptance; (iii) Consideration. (06 Marks)

(b) Describe with examples, the term 'Counter-Offer'. (03 Marks)

Considering the above scenario:

(c) Describe the liability of Ajith in terms of Business Contracts and Employment. (04 Marks)

(d) State whether the client in Bangladesh could sue Cey-Link for breach of any obligation. (02 Marks)

(e) Provide a brief defence (excuse) on behalf of the Cey-Link to evade liability on its part. (05 Marks)

Question 03

"The competence and fitness of a vehicle is an important and an integral part of the transportation obligation vested upon the transporter. Seaworthiness and airworthiness are therefore linked to these concepts when sea and air means of transportation are used respectively for carriage of goods or persons". Considering this statement, answer the following;

(a) State the main elements of Seaworthiness of a ship and briefly explain. (06 Marks)

(b) State the difference between (i) Express terms, (ii) Implied terms, (iii) Innominate terms. (03 Marks)

(c) List five (05) most important terms used in carriage contracts. (05 Marks)

(d) State in what circumstance could 'deviation' be justified in a carriage situation and briefly explain your answer. (06 Marks)

Question 04

A shipper has requested your opinion on ascertaining the advantages and disadvantages between the use of the following INCOTERMS with examples:

(a) FOB and CIF

(b) EXW and DAP

(c) DAT and FAS

(d) CPT and CIP

(5*4 Marks)



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Question 05

An exporter of Gems has used the air transportation method to deliver a package weighing 5.678 kg (gross weight) of Gems from Sri Lanka to Monaco. The particular carriage has been performed by Air-Wicks, a leading air-courier company. They had also provided an insurance coverage to the exporter valuing United States Dollars (USD) 250,000/- for loss, damage, or delay. The particular courier has mistakenly cleared the package while the goods were in transship in Istanbul, Turkey. At clearing, the Turkish Customs have asked the courier company to pay relevant importation taxes, and realizing their mistake, the courier company has re-shipped the goods back to Sri Lanka, causing a non-delivery of the goods to the Sri Lanka based exporter. Since, the contract of carriage has not been duly executed, the exporter seek your advice for the following;

- (a) Courier's liability for non-delivery of goods. (03 Marks)
- (b) The relevant applicable international convention and the corresponding law in Sri Lanka. (04 Marks)
- (c) Courier's right to limit his liability. (06 Marks)
- (d) Types of actions for the exporter in recovery of loss or damage from the Courier. (04 Marks)
- (e) Success of exporter's legal action against a Courier. (03 Marks)

Question 06

Write an analytically expressed essay on the "Importance of Developing a Sound Legal Structure for Logistics Affairs". (20 Marks)

Question 07

Sylvester is a leading ship-broker who has his office based in Dubai Financial City. COSCO Shipping being a leading ship operator requires a Bulk Ship (Bulk) with a capacity of 65,000 DWT to operate between Dalian and Hambantota carrying 'iron ore' to Sri Lanka for an industry that is to be based in the new Logistics Park in the Southern Province. COSCO prefers to enter into a Charterparty with a Shipowner that Sylvester would find for itself for this purpose for a period of 3 full years. Sylvester being an agent for Dema Ship Owning Company has conveyed to COSCO that it could get this ship on a daily freight rate of United States Dollars (USD) 18,000 per day for the first 2 years, and



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thereafter at USD 20,000 per day for the other remaining one year. Having agreed to the quote presented by Sylvester, COSCO moved to conclude contract of Charterparty (Charterparty) with Sylvester being the agent for Dema. After entering into the Charterparty, Dema informed Sylvester that the particular freight rates are out of his agreement and Dema has not conveyed these rates to Sylvester, and that Sylvester has gone beyond his powers in quoting such lower rates. COSCO is now suffering from not being able to obtain the ship on time until the matter is settled.

Considering the above case, answer the following:

- (a) Name the main types of Charterparties and briefly explain them. (06 Marks)
- (b) Select the best type of Charterparty that suits the above business model. (02 Marks)
- (c) Describe the liability of Sylvester, if any, in the present scenario. (05 Marks)
- (d) Describe the situation of COSCO and remedies available to it. (05 Marks)
- (e) State whether the situation can be remedied by Dema in avoiding a possible legal action by COSCO, and state how. (02 Marks)

Question 08

Assume that You have been asked to provide a comprehensive Seminar Paper for a Conference, titled "Land Transportation and Benefits in Cross Border Trade". In providing a better paper, you are directed to consider the following:

(20 Marks)

- Accessibility
- Convenience
- Freedom to Contract
- Terms of Reference
- Liabilities
- Legal Regimes

-----END OF THE QUESTION PAPER-----



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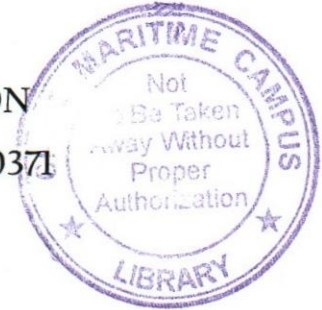


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Year 3 Semester I

SEMESTER END EXAMINATION

Marketing Management – MRKT0371



- This paper consists of EIGHT questions on SIX (06) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2019.03.22

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

The super market industry in Sri Lanka

The supermarket industry in Sri Lanka is set out for an explosive growth in the recent years. This is with the western lifestyle of modern Sri Lankans where convenience is a key benefit sought after (Perera 2006). If we look at the drivers for the evolution of modern supply chains, or “Modern Trade” they have been persistent in increase demand for value added consumer products, convenience food, beverage, and frozen confectioneries.

Cargills Food City, Kings Supper City, Sentra, EH Super Pola, Sunup, Laughs, Arpico super are some of the supermarket operators in Sri Lanka while Lanka Sathosa the state operated publics shop is also being revamped and develop to the “Mega Stores” concept.

Increasing per capita income and rising urbanisation will make modern grocery retail more affordable and accessible to a larger portion of the population. Customer buying patterns and product preferences tend to change as income levels rise, which should bode



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well for modern trade in Sri Lanka. The country is on the point of reaching the upper middle-income group. According to Nielsen, convenience is one of the key considerations in the purchasing decisions of customers of that group. Sri Lanka's supermarket penetration is still around 15% compared to 30% for regional peers with similar social and economic characteristics, which indicates the potential for the industry to grow.

The companies that focus on hypermarket formats with extensive product portfolios are likely to make the most gains in urban areas, where customers prioritise convenience, variety and quality. Established players are not expected to expand outside of the Western province aggressively in the near term, but provinces such as North Central, North Western and Uva provide strong growth potential as they are supported by high per capita income growth and low supermarket penetration. Growth in the Western province expected to stagnate in the medium term, especially for companies that focus on FMCG products, as demand for such products tends to be inelastic.

Rising internet penetration, which stood at 26% at end-June 2017 after a 30% year on year increase in subscribers; the availability of 3G and 4G connectivity across the country; growth in credit card use (50% increase in credit cards in the country in the last five years) ; and a preference for convenience amid rising income levels provide strong support for online sales. Increasing traffic on the roads and lack of parking facilities will also drive consumers to opt for online shopping.

Regulatory changes in the form of taxes and price controls are the key risk for the industry and regulatory risks expected to remain high. Even a slight change in taxes could have a material impact on profitability, which is already thin.

The above data has been based on a real-life situation, but details have been changed for assessment purposes and may not be an accurate reflection of reported news.



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Source; Spotlight: Sri Lankan Modern Grocery Retail by Fitch Rating

- (a) Explain why an organisation required to analyse the macro environment. (04 Marks)
- (b) Identify and explain **THREE** macro environmental factors that may influence the future income level of a supermarket. (12 Marks)
- (c) Address **ONE** opportunity and **ONE** threats arising from the marketing environment for the super market industry. (04 Marks)

Question 02

You are an employed member of ABC Consulting and have been asked to prepare a report to Professional Pharmaceuticals (PP) (A Pharmaceuticals company) addressing the following tasks.

- (a) Analyses the importance of maintaining a Marketing Information System (MIS) to Professional Pharmaceuticals. (04 Marks)
- (b) Identify **THREE** main sources for developing needed data for MIS and explain them briefly with relevant examples. (09 Marks)
- (c) Recommend **THREE** different contact methods that the PP could use to gather primary data if they wish to undertake a marketing research. (07 Marks)



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Question 03

You work as a Marketing Assistant for a large, well-known international sports clothing company based in a country of your choice. You have been asked by your manager to produce a briefing paper to be sent to all your global colleagues, that:

- (a) List out the marketing stimuli that can affect the buyer decisions. (04 Marks)
- (b) Briefly explain buyers' characteristics that effect their choice of sport clothing using examples. (16 Marks)

Question 04

As a Product Manager for a global cosmetics company, you believe that the Asian market for cosmetics is growing rapidly and offers considerable potential. You therefore wish to develop your product portfolio to exploit the market opportunities across the region.

- (a) Assess **THREE** suitable bases on which the Asian market for this product could be segmented (You are required to discuss both main bases and suitable sub criteria). (15 marks)
- (b) Evaluate **TWO** targeting strategies suitable for entering to the Asian market. (05 Marks)

Question 05

You work as a Marketing Assistant for a food and beverages manufacturing company. The company wants to launch a premium quality dessert targeting leading restaurants and hotels.

- (a) Discuss how product attributes, branding and packaging need to be considered for its new dessert. (10 Marks)
- (b) Recommend **THREE** suitable communication tools that the company could use to launch its premium quality dessert. (10 Marks)



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Question 06

Your organisation has recently acquired Morita Ltd, an underperforming company which engage in similar business. Morita Ltd. manufacture stainless steel kitchen utensils. The management has identified the need to change the current approach of Morita Ltd. for pricing and distribution. You have been asked by your manager to produce a briefing paper, that:

(a) Explain **THREE** types of product mix pricing strategies with relevant examples.

(10 Marks)

(b) Analyse the strategic options that company have for selecting number of intermediaries and recommend a suitable strategy.

(10 Marks)

Question 07

As a consultant employed by a large multinational fashion brand looking to entre new geographical market, you have been asked to assist in their new marketing effort.

You are required to;

(a) Discuss the importance of monitoring social environment when entering to the new geographical market

(05 Marks)

(b) Discuss the option that a company have when deciding the global marketing campaign using examples

(15 Marks)



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Question 08

You are the managing director of an advertising agency, whom business is very competitive, and your agency has been very fortunate to gain a new account. The account is for a major brand of cigarettes targeted at the 18-24-year-old female sector of the market. The head of the account team reports that he and several of his staff have strong objections to working with products which have such potentially serious health complications.

Justify your decision to either keep the account or to reject the brief (proposal).

(20 marks)

-----END OF THE QUESTION PAPER-----



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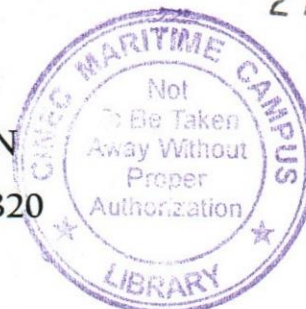


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Year 3 Semester I

SEMESTER END EXAMINATION

International Economics – ECON0320



- This paper consists of EIGHT questions on SIX (06) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly
- Use MCQ answer sheet to answer Question 01

Date: 2019.03.18

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

According to the Central Bank Report of Sri Lanka 2017,

1. Trade balance of BOP as a percentage of GDP is,
 - (A) -11.0
 - (B) -7.2
 - (C) -2.6
 - (D) -4.5
2. The highest contribution to exports of Sri Lanka is,
 - (A) Textile and Garment
 - (B) Tea
 - (C) Leather, travel goods and footwear,
 - (D) Rubber products
3. The major imports under the intermediate good of Sri Lanka is,
 - (A) Refined Petroleum
 - (B) Crude oil
 - (C) Textiles and Textile Articles
 - (D) Plastic and Articles



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4. Major Export Destination of Sri Lanka is,
 - (A) UK
 - (B) India
 - (C) Middle East
 - (D) USA

5. Highest imports by Origin Sri Lanka is,
 - (A) India
 - (B) China
 - (C) Singapore
 - (D) EU

6. Other than India second largest market for tourism is,
 - (A) UK
 - (B) China
 - (C) Germany
 - (D) France

7. Major Lender for the Hambanthota Hub Development project is,
 - (A) Asian Development Bank
 - (B) Import Bank of China
 - (C) International Development Association
 - (D) Government of Japan

8. Largest share of exports recorded under preferential trade Agreements of Sri Lanka is,
 - (A) South Asia Free Trade Agreement.
 - (B) GSP +
 - (C) Indo Sri Lanka Free Trade Agreement
 - (D) Asian Pacific Trade Agreement



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9. According to the theory of comparative advantage, a country will export a good only if,
- (A) It can produce it using less labor than other countries.
 - (B) Its productivity is higher in producing the good than the productivity of other countries in producing it.
 - (C) Its wage rate in producing the good is lower than in other countries.
 - (D) Its cost of producing the good relative to other goods, is at least as lower than other countries.
10. In Heckscher-Ohlin model, the two countries differ in
- (A) Tastes.
 - (B) Size.
 - (C) Factor Endowments
 - (D) Labor productivities.

Question 02

Use the Ricardian model of international trade to analyze the following case of trade liberalization between the European Union (EU) and China. Suppose that there are two goods: cheese and pepper. Assume that the EU needs 10 labor hours to produce 1kg of cheese and 20 labor hours to produce 1kg of pepper. China, on the other hand, needs 20 labor hours to produce 1kg of cheese and 5 labor hours to produce 1kg of pepper. (Assume that each nation has 100 labor hours)

- (a) Describe the relative autarky price of cheese in the EU and China, respectively. Explain your answer. (04 Marks)
- (b) If the two countries start to trade, what will the pattern of trade be? And what would be the exchange rate? Explain your answer. (06 Marks)
- (c) Do the countries gain or lose from trade? Explain your answer using Production Possibility Curve. (Hint: exchange rate 1:1) (10 Marks)



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Question 03

There are two countries namely A and B and can produce two commodities of product X and Y. Country A can produce product X in lower opportunity cost than country B while country B can produce product Y in lower opportunity cost than country B. Consider the Ricardian model and derive the Offer curves for the both nations. (20 Marks)

Question 04

Suppose that there are only two production factors, unskilled and skilled workers. These two production factors produce two goods, computers and T-shirts. The computer sector is "skill intensive", i.e. it uses skilled workers intensively. The T-shirt sector uses unskilled workers intensively. There are two countries in the world, Home and Foreign. The two countries are of the same size, but a larger share of workers in Home than in Foreign have a university degree. Home is therefore abundant in skilled labor and Foreign is abundant in unskilled labor.

- (a) Explain that H-O model using above information and draw respective Production Possibility Curves. (10 Marks)
- (b) Assume now that Home and Foreign start to trade with each other. How does income inequality (the difference between wages of skilled and unskilled workers) change with trade? Explain using a graph what happens in both Home and Foreign. (10 Marks)



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Question 05

- (a) You are given following demand and supply equations for the home. Assume that country has imported the product X from the international market at Rs 4/- with 100 percent ad valorem tariff.

$$QS = -50 + 50P_x$$

$$QD = 370 - 20P_x$$

Calculate,

- i. Production effect
- ii. Revenue effect
- iii. Consumption effect
- iv. Trade effect
- v. Deadweight loss

(15 Marks)

- (b) What are the non-tariff trade restrictions on international trade? explain

(05 Marks)

Question 06

- (a) Explain the difference types of economic integration with appropriate Examples.

(10 Marks)

- (b) "The trade creation custom union increases the welfare of both member and non-member nations" do you agree? Explain.

(10 Marks)

Question 07

- (a) How does following events influence on the balance of payment of a country,

(i) Depreciation of the domestic currency

(ii) High level of inflation in the country.

(iii) Increase in national Income of the country.

(09 Marks)



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(b) Suppose that currency exchange rate of currency pairs are as follow,

$$\text{EUR/ GBP} = 0.8937$$

$$\text{GBP/ USD} = 1.2376$$

$$\text{EUR/ USD} = 1.0246$$

(i) Is there arbitrage opportunity? Find out (02 Marks)

(ii) If you sell 1,000,000 USD for GBP, illustrate the triangular arbitrage process (09 Marks)

Question 08

Write down short note on any four (4) of the following

- (a) Factor abundance and factor Intensity
- (b) Purchasing Power Parity Exchange Rate
- (c) REER and NEER
- (d) J- curve effect
- (e) Current Account of BOP

(4*5 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
SEMESTER END EXAMINATION
International Economics – ECON0320
MCQ Answer Sheet

- Cross (x) the relevant box according to your answer

Date: 2018.03.19

Pass mark: 50%

Time: 03 Hours

Question 01

1. A B C D

2. A B C D

3. A B C D

4. A B C D

5. A B C D

6. A B C D

7. A B C D

8. A B C D

9. A B C D

10. A B C D



Year 3 Semester I
REPEAT EXAMINATION

Environmental and Social Impacts of Transport and Logistics – ESTL0309

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2018.06.06

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

Shipping accounts for approximately 90% of the world's trade by volume. Despite only having a population of 23 million Australia is the fifth largest shipping nation in terms of tonnes shipped and kilometers travelled. Having such a high percentage of the world's ships visit Sri Lankan ports has the potential to impact on the marine environment if not carefully managed. Certain shipping activities have been identified that may have a serious impact on the marine environment.

- (a) As a transport planner, identify the activities that may have a serious impact on the marine environment around Sri Lankan waters and give your recommendations to mitigate coastal water pollution. (20 Marks)

Question 02

- (a) Explain the term 'Environment' and 'land take'. (04 Marks)
- (b) Transportation is a major source of emission of most pollutant and their multiple impacts on the environment. Explain the issues in transport-related environmental



quality and discuss the impact of above mentioned issues in terms of Economic, Social and environmental cost. (06 Marks)

- (c) Describe the evidences of climate change and briefly explain two (02) of them. You may use appropriate diagrams to explain your answer. (10 Marks)

Question 03

The Colombo Port City project is a foreign direct investment (FDI) by CHEC Port City Colombo (Pvt) Ltd (the Project Company), a fully owned subsidiary of China Harbour Engineering Company (CHEC) whose parent company is China Communications & Construction Company (CCCC). The aim of the investor is to establish a new world-class city development based on best international experience, especially adapted to the Sri Lankan context and the site-specific conditions. The new city will tap into the intrinsic values of the region and environment to create an ideal environment for business, tourism, living and leisure. An Environmental Impact Assessment Study (EIA) is carried out for development activities and infrastructure facilities within the reclaimed land area of Colombo Port City.

- (a) As an EIA consultant explain your procedure in carrying out this assessment. You may use appropriate flowcharts to present your answer. (10 Marks)

(b) Write short Notes on Following Topics.

- (i). ER process (05 Marks)
(ii). EPL process (05 Marks)

Question 04

An energy source is a system which makes energy in a certain way. The energy sources can be categorized into two as renewable energy and non-renewable energy.

- (a) Define the terms Urban sprawl. (05 Marks)
(b) List down five (05) energy Forms and provide examples for each. (05 Marks)
(c) Explain the advantages of renewable energy sources. (10 Marks)



Question 05

The adverse outcome of transportation activities are, emissions, ambient pollution levels, and a level of exposure to harmful substances. Economics refer to the general level of development, income and transport supply of a country.

- (a) Briefly explain the major types of pollution with examples. You may use appropriate values and figures justify the answers. (10 Marks)
- (b) Briefly explain the evidences of climate change. You may use appropriate graphs and diagrams to explain your answer. (10 Marks)

Question 06

Carbon neutrality, or "zero-carbon", is a curious term. NASA remarks that "carbon is the backbone of life on Earth. Carbon used in civilizations, constructions and in every modes of transport.

- (a) Explain the concept of Carbon Natural City and provide examples to justify your answer. Your answer should include the Economic, Social and Environmental benefits of Carbon Natural Cities. (20 Marks)

Question 07

- (a) What internationally accepted preventive measures are designed available to counter pollution of the environment? (10 Marks)
- (b) How would you describe Greenhouse gases (GHG) of atmosphere? (10 Marks)



Question 08

"Sustainability is both a responsibility and an opportunity to secure the future of businesses and society. We need to embrace a 'do and learn' mindset and be willing to invest now for future gain—it is good supply chains and good business. There is no compromise between sustainable logistics and sustainable profitability, so no argument not to do it."

Source: Supply chains of the future: sustainable logistics and profitability go together

- (a) Define the term "Sustainable Development" (02 Marks)
- (b) Explain the three dimensions of sustainability (04 Marks)
- (c) The SAO PAULO circles of sustainability approach distinguished four domains of sustainability. Explain on the four domains of sustainability (04 Marks)
- (d) The main criteria by which logistics operations were judged until recently were cost and speed. Yet, now a third dimension have established as 'sustainability' Explain in detail on the **operational solutions** of sustainable logistics (10 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
REPEAT EXAMINATION
Procurement Management - PMGT0347



- This paper consists of EIGHT questions on Five (05) pages.
- Answer any FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You must ensure that your answers to parts of questions are clearly labeled.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2018.06.05

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

(a) LAYARA is a world-renowned brand name for high quality consumer care products. LAYARA Pvt. Ltd. spends more than 55% of their sales turnover on bought out materials and services. Therefore, reducing purchasing expenditure can result in substantial improvements of their profit margin. Today, purchasing is not considered as a supportive function, it is seen as a strategic- and an important element of a company's organizational structure. The procurement of goods and services at LAYARA, varies from day-to-day items to essential items, where they are being also sourced from different International countries. Some of LAYARA's purchases include: the liquid concentration for soap and other hair care products like shampoo and conditioners, unique fragrance particles, permitted coloring ingredients and permitted chemicals that are sourced Internationally and all consumer care packaging materials (item packaging and inner packaging), and common stationery items are purchased from the local suppliers.

- (i) Discuss the problems that LAYARA (Pvt.) Ltd. would face with international sourcing (05 Marks)
- (ii) The INCO terms or International Commercial Terms are a series of pre-defined commercial terms published by the International Chamber of Commerce (ICC) related to the International Commercial Law. The INCO terms are intended primarily for clear definition of the tasks, costs, and risks associated with the transportation and delivery of goods



Fill the tables with the respective responsibilities of the seller and buyer using the knowledge of INCO terms 2010. (Refer the attachment 01) (10 Marks)

- (iii) Identify the procurement positioning of LAYARA according to the Kraljic Portfolio Purchasing Model (05 Marks)

Question 02

- (a) Suppliers are also considered as stakeholders to the organization, and their behaviors, capabilities, attitudes and performance can have a profound impact on a customer. Discuss on the attributes of a good supplier (05 Marks)
- (b) Distinguish between public sector project procurement and private sector project procurement (05 Marks)
- (c) A commodity is a raw material or primary agricultural product that can be bought and sold. These commodities are most often used as inputs in the production of other goods and services. The principle commodities include: Aluminum, Cocoa, Coffee, Copper, Cotton, Lead, Nickel etc. Commodity price fluctuations, along with the globalization of the world economy and increased liberalization of commodity markets have led to profound changes that seriously affect the weaker economies of the developing world. Commodity price instability has a negative impact on economic growth, countries' financial resources, and income distribution, and may lead to increased poverty instead of poverty alleviation.

Source: Article , World Commodity Prices and their Impact on Developing Countries

- (i) Discuss the reasons for commodity price fluctuations. (07 Marks)
- (ii) Briefly explain the mechanisms used for short-term price stabilization of commodity price fluctuations when purchasing (03 Marks)



Question 03

- (a) List down the two types of capital equipment. Explain each capital equipment's characteristics with relevant examples (03 Marks)
- (b) SPMC Lanka (Pvt) Ltd. is a world-renowned manufacturer in health sector, which produces gloves. With the increasing demand that have forecasted for the coming year, SPMC Lanka (Pvt) Ltd. have suggested to expand their production. The Procurement Manager is evaluating the options of purchasing and leasing of the machines. Each machine has a life time of 4 years and the below cash flows.

Table 3.01

Options	Total Initial Cost (£) ('000)	Total Cash Inflows (£) ('000)			
		Year 1	Year 2	Year 3	Year 4
Purchasing - Brand New	950	530	400	350	430
Leasing - Brand New	740	340	330	350	270
Leasing - Second Hand	650	280	320	250	200

Given the COC is 10%, Assuming that you are the procurement manager, recommend which option is the most suitable to be implemented. Support your answer with appropriate reasons.

(Hint : Use both the NPV and Discounted Payback Period methods in evaluating the options)

(Note : refer the attachment 02)

(17 Marks)

Question 04

- (a) Define the terms "outsourcing" and "core business activity"? (05 Marks)
- (b) During a monthly meeting of the management team at SPMC Lanka Pvt. Ltd. - a leading manufacturer of medicine, it was suggested to outsource non-core activities to a 3rd party company. Imagine that you are the head of the committee meeting, discuss on the benefits and problems of implementing this decision (10 Marks)
- (c) List down ten (10) key contractual elements in a Service Level Agreement between a client and a Services provider (05 Marks)



Question 05

- (a) Explain the factors affecting pricing decisions in detail (10 Marks)
- (b) (i) Define Public Procurement (02 Marks)
(ii) What is meant by 'Public Accountability'? (03 Marks)
(iii) State the objectives of NPA Sri Lanka (05 Marks)

Question 06

- (a) Define what is e-procurement? (02 Marks)
- (b) The Procurement Manager in a Medium Scale Manufacturing Company, proposes the company for moving towards an e-procurement system. Imagine that you are the Procurement Manager, and write a report to be submitted to the Chief Executive Officer (CEO) elaborating on the advantages and disadvantages of moving to an e-procurement system while being a Medium Scale manufacturing company. (10 Marks)
- (c) Discuss in detail the barriers to a successful e-auction (08 Marks)

Question 07

- (a) Identify and explain the four stage purchasing development model (05 Marks)
- (b) Briefly explain five (05) best practices in procurement (05 Marks)
- (c) Briefly explain five (05) environmental practices in procurement (05 Marks)
- (d) Discuss two (02) external organizational factors that have led to the changing role of purchasing and supply (05 Marks)



Question 08

(a) (i) Explain how the purchasing function will appear in any two (02) of the following different types of organizations

- I. Distributive and retail industry
- II. Major manufacturing organizations
- III. Extractive industries (06 Marks)

(ii) Explain the four various methods of organizing the procurement function in companies (04 Marks)

(b)

- (i) List down the sourcing principles from fair trade (04 Marks)
- (ii) CSR is also referred to as socially responsible business, responsible business conduct, responsible entrepreneurship, corporate citizenship and corporate sustainability. Briefly discuss the benefits of CSR. (06 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
REPEAT EXAMINATION
Procurement Management PMGT0347

Index No.:-

Attachment 01 (Table 1.1)

Note : - Attach this answer sheet to the answer booklet that is provided

Question 01 (Compulsory)

(10 Marks)

(b) Fill the tables with the respective responsibilities of the seller and buyer. (You may use 'S' for the seller and 'B' for the buyer)

INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	RISK										
			Factory	1 st Carrier	Origin Warehouse	Origin Terminal	2 nd Carrier (Ship/ Air)	Destination Terminal	Destination Warehouse	3 rd Carrier	Consignee		
CPT													
DDP													
FAS													
FCA													
FOB													



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Year 3 Semester I
 REPEAT EXAMINATION
 Procurement Management PMGT0347

Index No:-

INSURANCE													
INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	Supply Chain										
			Factory	1 st Carrier	Origin Warehouse	Origin Terminal	2 nd Carrier (Ship/ Air)	Destination Terminal	Destination Warehouse	3 rd Carrier	Consignee		
EXW													
CIF													
CFR													
DAP													
DAT													



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Attachment 02 - PV table

Periods	Rate														
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	12%	15%			
1	0.9901	0.9804	0.9709	0.9615	0.9524	0.9434	0.9346	0.9259	0.9174	0.9091	0.8929	0.8696			
2	0.9803	0.9612	0.9426	0.9246	0.9070	0.8900	0.8734	0.8573	0.8417	0.8264	0.7972	0.7561			
3	0.9706	0.9423	0.9151	0.8890	0.8638	0.8396	0.8163	0.7938	0.7722	0.7513	0.7118	0.6575			
4	0.9610	0.9238	0.8885	0.8548	0.8227	0.7921	0.7629	0.7350	0.7084	0.6830	0.6355	0.5718			
5	0.9515	0.9057	0.8626	0.8219	0.7835	0.7473	0.7130	0.6806	0.6499	0.6209	0.5674	0.4972			
6	0.9420	0.8880	0.8375	0.7903	0.7462	0.7050	0.6663	0.6302	0.5963	0.5645	0.5066	0.4323			
7	0.9327	0.8706	0.8131	0.7599	0.7107	0.6651	0.6227	0.5835	0.5470	0.5132	0.4523	0.3759			
8	0.9235	0.8535	0.7894	0.7307	0.6768	0.6274	0.5820	0.5403	0.5019	0.4665	0.4039	0.3269			
9	0.9143	0.8368	0.7664	0.7026	0.6446	0.5919	0.5439	0.5002	0.4604	0.4241	0.3606	0.2843			
10	0.9053	0.8203	0.7441	0.6756	0.6139	0.5584	0.5083	0.4632	0.4224	0.3855	0.3220	0.2472			
11	0.8963	0.8043	0.7224	0.6496	0.5847	0.5268	0.4751	0.4289	0.3875	0.3505	0.2875	0.2149			
12	0.8874	0.7885	0.7014	0.6246	0.5568	0.4970	0.4440	0.3971	0.3555	0.3186	0.2567	0.1869			
13	0.8787	0.7730	0.6810	0.6006	0.5303	0.4688	0.4150	0.3677	0.3262	0.2897	0.2292	0.1625			
14	0.8700	0.7579	0.6611	0.5775	0.5051	0.4423	0.3878	0.3405	0.2992	0.2633	0.2046	0.1413			
15	0.8613	0.7430	0.6419	0.5553	0.4810	0.4173	0.3624	0.3152	0.2745	0.2394	0.1827	0.1229			
16	0.8528	0.7284	0.6232	0.5339	0.4581	0.3936	0.3387	0.2919	0.2519	0.2176	0.1631	0.1069			
17	0.8444	0.7142	0.6050	0.5134	0.4363	0.3714	0.3166	0.2703	0.2311	0.1978	0.1456	0.0929			
18	0.8360	0.7002	0.5874	0.4936	0.4155	0.3503	0.2959	0.2502	0.2120	0.1799	0.1300	0.0808			
19	0.8277	0.6864	0.5703	0.4746	0.3957	0.3305	0.2765	0.2317	0.1945	0.1635	0.1161	0.0703			
20	0.8195	0.6730	0.5537	0.4564	0.3769	0.3118	0.2584	0.2145	0.1784	0.1486	0.1037	0.0611			
25	0.7798	0.6095	0.4776	0.3751	0.2953	0.2330	0.1842	0.1460	0.1160	0.0923	0.0588	0.0304			
30	0.7419	0.5521	0.4120	0.3083	0.2314	0.1741	0.1314	0.0994	0.0754	0.0573	0.0334	0.0151			
35	0.7059	0.5000	0.3554	0.2534	0.1813	0.1301	0.0937	0.0676	0.0490	0.0356	0.0189	0.0075			
40	0.6717	0.4529	0.3066	0.2083	0.1420	0.0972	0.0668	0.0460	0.0318	0.0221	0.0107	0.0037			



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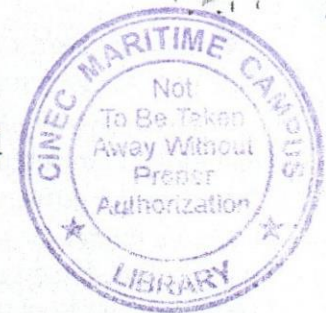
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Year 3 Semester I

REPEAT EXAMINATION

Marketing Management – MRKT0371



- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2018.06.04

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

P&O Ferries

Cross-Channel ferries provide sea passage across the 20 mile (32km) stretch of water between Dover in England and Calais in France. This journey is the shortest route between Britain and continental Europe. One company, P&O Ferries, runs cross-Channel ferries with facilities for foot passengers, cars, coaches and freight business. The company works with a wide range of partners, including tourist boards and travel trade operators. P&O is the largest ferry operator in the market, with significant provision in all major sea routes. It is the largest operator in the Channel.

There are many challenges facing P&O, especially from competition. It has had to become increasingly price sensitive to compete against the other ferry companies offering channel travel. However, its aim is to combine value for money with a quality customer experience. Its main competitors are Norfolk Lines and LD Lines, which offer services on the same route. Another key competitor was Seafrance, which has recently gone into liquidation. Concerns regarding turbulent economic conditions, coupled with uncertainty over the euro, create an uncertain future for all travel operations. In addition, evolving regulations, increasing uncertainty over costs, particularly in the area of fuel, and congested waters in the Channel are factors that affect P&O's operations.



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Consumers are not always price sensitive and regularly put comfort ahead of cost and speed as factors influencing their choice of mode of transport when travelling around Europe. As well as being competitively priced, P&O's demand-led online pricing structure is relatively simple and flexible. The P&O ferries also offer customers the benefits of comfort and space – an important travel factor – and onboard entertainment. Other benefits to customers include the freedom to carry baggage and sporting equipment, the ease of taking pets on holiday and, for people who own second homes abroad (such as the many British people with second homes in France), the opportunity to transport items and furniture. The ferry sector has other advantages. Ferries offer efficient security procedures, environmentally friendly travel and lower taxes than air travel. However, low-cost airlines are continuing to expand, and remain a popular choice of travel.

Another competitor is the Channel Tunnel (an undersea rail link between the UK and France), that offers a quicker and more convenient service than a ferry crossing. The Tunnel does not suffer from adverse weather conditions and people going between London and Paris do not need to change trains or even get out of their seats. High speed rail allows passengers from the UK to access cities in France, Belgium, Germany and beyond in shorter times than ever. On the other hand, the Tunnel is a lot less interesting and is uncompetitive on price.

P&O is seeing an increased frequency of short-break holidays and a growth in popularity of the family long-stay market, particularly with visitors who own second properties abroad. The company is also popular with those customers who do not like flying. Like many other similar companies, it uses loyalty schemes to retain customers for repeat purchases.

Source – CIM Past papers – Marketing Essentials – March 2012

Using the given case scenario and additional knowledge you have regarding the industry, you are required to briefly describe the elements of the extended marketing mix (7Ps) and recommend how P&O can use these to gain a competitive advantage.

(20 Marks)



Question 02

Companies must do more than just create customer value; they must also use promotion to clearly and persuasively communicate that value. Promotion is not a single tool but, rather, a mix of several tools.

- (a) Identify and briefly explain the elements of the marketing communication mix
(10 Marks)
- (b) Advertising can be referred as any paid form of non-personal communication and promotion of ideas, goods, or service by an identifies sponsor. Discuss four different advertising tools that a company could use highlighting advantages and disadvantage of each tool
(10 Marks)

Question 03

Dividing up markets into meaningful customer groups (segmentation), choosing which customer groups to serve (targeting), and positioning the company offerings in the minds of consumers (positioning) is few important strategic decisions that marketing managers need to deal with.

- (a) There are four main bases that we use in segmenting the large common consumer market. Briefly explain two bases with examples.
(10 Marks)
- (b) Briefly explain target marketing strategies using examples.
(10 Marks)

Question 04

"If effective product development, promotion, and distribution spread the seeds of business success, effective pricing is the harvest".

- (a) "Selecting the pricing objective" is the very first step in pricing products. Explain two such pricing objectives in brief.
(04 Marks)
- (b) Explain four price adjustment strategies with relevant examples
(16 Marks)



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Question 05

Business customers are those that buy goods and services for use in producing their own products and services or for resale to others.

- (a) Briefly explain the role of four participants in the business buying process (Buying Centre) (04 Marks)
- (b) Explain interpersonal and individual influences that effect business buyer behavior with examples (16 Marks)

Question 06

You work for a fast food restaurant and have been asked by your manager to produce a report to be sent to the management team, that:

- (a) Identify three main sources of developing needed data for Marketing Information System (MIS) and explain then briefly with relevant examples. (09 Marks)
- (b) Differentiate primary and secondary data sources in marketing research (02 Marks)
- (c) Explain three sampling plan decisions (09 Marks)

Question 07

To develop effective marketing strategies, a company must first understand the environment in which marketing operates.

- (a) Explain the importance analyzing macro environment and identify the TWO key trends arising from the macro environment relevant for any business you are familiar with. (10 Marks)
- (b) Identify TWO opportunities and address TWO threats arising from the marketing environment for a business in the selected industry. (10 Marks)



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Question 08

- (a) "Not all companies responsible marketers". Explain how Marketing can bring a negative impact on society as a whole (10 Marks)
- (b) Deciding on the global marketing program is an important strategic decision in global marketing. Explain the option that a company have when deciding the global marketing campaign using examples. (10 Marks)

-----END OF THE QUESTION PAPER-----



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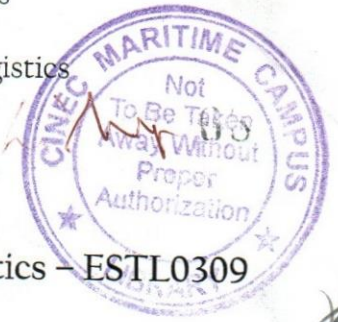
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Year 3 Semester I

SEMESTER END EXAMINATION

Environmental and Social Impacts of Transport and Logistics – ESTL0309

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2018.04.02

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

Ocean pollution, also known as marine pollution, is the spreading of harmful substances such as oil, plastic, industrial and agricultural waste and chemical particles into the ocean. In 1973 at the IMO the international Convention for the prevention of pollution from ships MARPOL was signed. The problem of water pollution in Sri Lanka's coastal region has been growing over the past few decades due to the high pollutant loads from development activities and human settlements in and outside the coastal zone. Natural processes of the local and global level, such as sandbar formation, global warming, coastal erosion etc are also made considerable effects on coastal water quality. The international Business times 2010 ranked countries that dumped plastic/ polythene into the sea. Vietnam -1.83 metric tons, Philippines -1.88 metric tons, Indonesia -3.22 metric tons a year and China - 8.82metric tons a year. These countries have populations of more than 80 million people –China 1.357 billion, Vietnam 89.71 million, Indonesia 249.9 million and the Philippines 98.39 million. Roughly 8 million tons of plastic is dumped into the world's oceans every year. In



2010, Sri Lanka ranked as the 5th largest plastic polluter of to the ocean with 1.59 million metric tons of plastic/polythene dumped into the sea every year.

- a) As a sustainable urban-structural planner, give your recommendations to mitigate the coastal water pollution and coastal erosion in Sri Lankan coastal areas.

(20 Marks)

Question 02

The concentrations of greenhouse gases in the atmosphere are increasing due to human activities. The Industrial Revolution has resulted in an increase in the concentration of CO₂ in the atmosphere of about 30%. Although most air pollution problems are caused by local or regional sources of emissions, air pollution does not stop at national borders as some air pollutants are known to circulate globally and deposit on land and water bodies far from their sources. Trans-boundary flows of pollutants occur between the United States, Mexico and Canada and North America and other continents, and sources in the global commons such as international shipping and aviation.

- a) What is an Environmental Impact? (05 Marks)
- b) List down organic, inorganic and classical pollutants. (05 Marks)
- c) What do you mean by think globally and act locally. You may use appropriate examples or graphs to justify the answers. (05 Marks)
- d) Fossil fuels are a valuable source of energy. They are relatively inexpensive to extract. They can also be stored, piped, or shipped anywhere in the world. The use of non-renewable energy has it's a fair share of disadvantages. Explain the environmental, social impact of non-renewable energy. (05 Marks)



Question 03

The Road Development Authority (RDA) has started acquiring land for the US\$ 1.8 billion (Rs. 275 billion) Ruwanpura Expressway for a mandatory environmental impact assessment (EIA) and an economic feasibility study. Tens of families have been issued notices under the Land Acquisition Act's controversial Section 38(a) which allows for immediate takeover of land with compensation to be paid. The RDA has already advanced Rs 314 million to your consultancy firm for environmental impact assessment (EIA).

(a) As an EIA consultant explain your procedure in carrying out the assessment. You may use appropriate flowcharts to present your answer. (10 Marks)

(b) Write short Notes on Following Topics.

(i). ER process

(ii). EPL process

(10 Marks)

Question 04

The WHO air quality guidelines (AQGs) are intended for worldwide use but have been developed to support actions to achieve air quality that protects public health in different contexts. National standards will vary according to the approach adopted for balancing health risks, technological feasibility, economic considerations and various other political and social factors, the level of development and national capability in air quality management.

(a) What are the five WHO air quality indicators and their both short-term (24-hour) and long-term (annual mean) AQGs guideline value? (10 Marks)

(b) Explain the current Air quality status in Sri Lanka by comparing the WHO air quality guidelines (AQGs) indicators and suggest strategic and technical methods to mitigate or control the harmful emissions to the atmosphere. (10 Marks)



Question 05

The adverse outcome of transportation activities are, emissions, ambient pollution levels, and a level of exposure to harmful substances. Economics refer to the general level of development, income and transport supply of a country.

- (a) The quality of soil can be expressed by the capacity of a specific kind of soil to function, within natural or managed ecosystem boundaries, to sustain plant and animal productivity, maintain or enhance water and air quality, and support human health and habitation. Explain the importance of Soil and the cost of soil contamination. (10 Marks)
- (b) According to the World Health Organization (WHO), noise is second only to air pollution in the impact it has on health and more than 200 million European citizens (one in three) are regularly exposed to traffic noise levels that put their health at risk. Explain the Economic, Social and environmental impact of Noise pollution. (10 Marks)

Question 06

New and innovative low carbon technologies help to reduce greenhouse gas emissions and create new employment and growth. Europe is a leading player in the area of low carbon technologies and maintaining the leading position.

- (a) List down the major issues in implementation of low carbon emission technologies. (10 Marks)
- (b) Explain the concept of Carbon Natural City and provide Examples to justify your answer. (10 Marks)



Question 07

Explain in details, how would the maritime transportation effect to impact or pollute the marine environment? (20 Marks)

Question 08

"In the past sustainability has been viewed as a cost to the business. People have seen investing in sustainable technologies and innovating to reduce their environmental impact as a hit on their bottom line. This isn't the case. Sustainability drives efficiency, and this is particularly true in supply chain and logistics."

- (a) Define the term "Sustainable Development" (02 Marks)
- (b) Explain the three dimensions of sustainability (04 Marks)
- (c) Explain the logistics industry's role in sustainable practice (08 Marks)
- (d) The main criteria by which logistics operations were judged until recently were cost and speed. Yet, now a third dimension have established as 'sustainability' Explain on the conceptual solutions of sustainable logistics (06 Marks)

-----END OF THE QUESTION PAPER-----



Year 3 Semester I
SEMESTER END EXAMINATION
Port Loading and Unloading Techniques – PORT025I

- This paper consists of EIGHT questions on TWO (02) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2018.03.30

Pass mark: 50%

Time: 03 Hours

Question - 1 (Compulsory)

- (a) List out different cargo handling terminals that are available in commercial ports?
- (b) Explain different cargo Terminal Operation routes with examples?
- (20 Marks)

Question - 2

What are the different Liquid BULK cargo handling terminals and discuss facilities and operation?

(20 Marks)

Question - 3

Discuss automated container terminal equipments, planning & operation on your own words?

(20 Marks)

Question - 4

Containers move through port container terminals using indirect operation. What are the different equipments that are used under different operations

(20 Marks)

Question - 5

General cargo handling operations require lot of pre planning & resources. Discuss

(20 Marks)

Question - 6

What are facilities & operational requirements for a port terminal to handle passengers?

(20 Marks)



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Question - 7

Automobile handling port terminals should ensure faster ship turnaround as well as ensure zero damages and pilferage. What are the best practices that can be adopted for an automobile terminal during automobile handling?

(20 Marks)

Question - 8

What are the different Dry BULK cargo handling terminals and discuss facilities and operation?

(20 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
SEMESTER END EXAMINATION
Airline Business Management – ABMG0308



45

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2018.03.28

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) What is the difference between crew pairing and crew rostering (05 marks)
- (b) Explain in brief what is liberalization (05 marks)
- (c) What are the four types of checks conducted on an aircraft (05 marks)
- (d) What are the two approaches followed in airline fleet planning (05 marks)

Question 02

- (a) There are four steps in the route development and flight scheduling process. Explain in detail what are they and the types of planning/activities in each phase. You may use examples from the airline industry to explain your answer (10 Marks)
- (b) Air travel demand is stimulated through drivers of travel demand. What are these drivers? Explain how do they stimulated travel demand. You may use appropriate diagrams to elaborate on your answer? (05 marks)
- (c) What are the elements of a flight schedule (05 marks)



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Question 03

- (a) There are several factors that an airline consider when purchasing new aircraft to its fleet. What are these factors that affects airline's choice of aircraft type? Explain these with relevant examples. (10 marks)
- (b) What are the unique problems that an airline undergo during schedule development? (10 marks)

Question 04

- (a) Indigo Airlines is expanding its operations to Europe and Middle East. The airline is ordering ten new B787 aircraft which is considered as a fuel efficient modern aircraft. As a fleet planner in the airline explain the economic evaluation process used when purchasing aircraft; how the airline has arrived on this purchase decision? What are the financial impacts of the new fleet planning exercise? (10 marks)
- (b) The diagram illustrates a sample of B747-200 fleet's 02 day crew pairing showing the duty periods, sit connections and overnight rest periods. Explain how this process works in brief. (05 marks)



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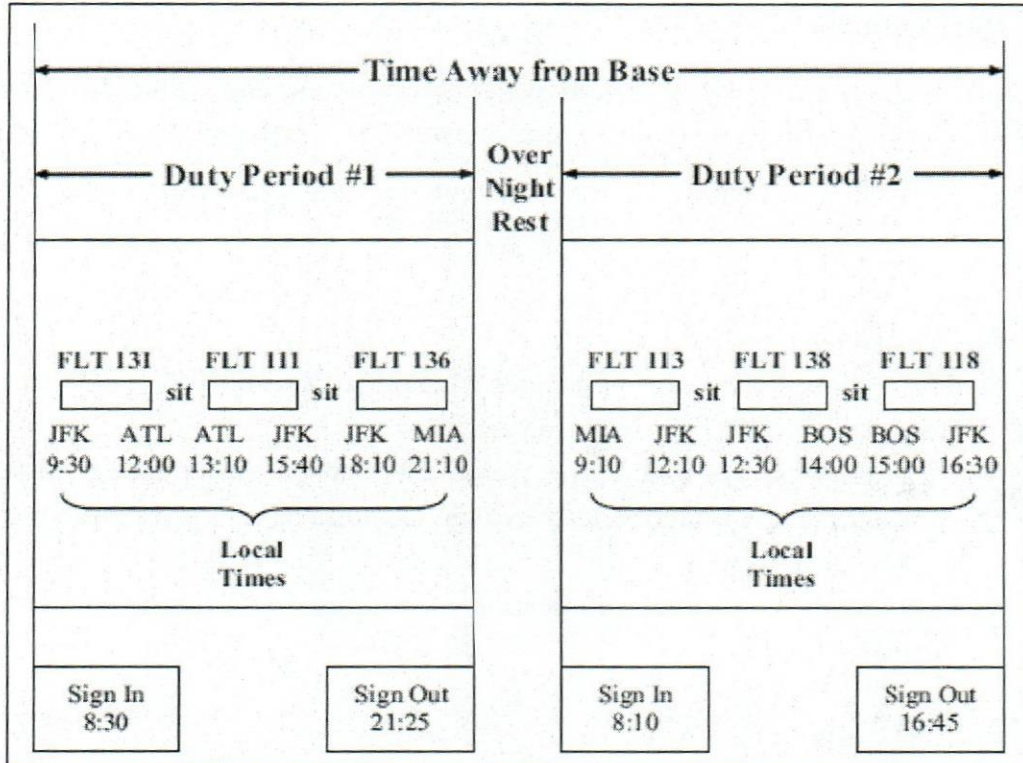
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(c) What is maintenance analysis and how do airline do maintenance analysis (05 marks)

Question 05

There are many factors that affect human performance. These factors can be grouped into three main broad areas. Explain two factors from each category in detail with reference to real life or hypothetical examples. (20 marks)



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Question 06

- (a) What are Global Distribution Systems? Briefly explain with examples. (05 Marks)
- (b) Airlines publish a variety of fares between each city pair. Explain the components of such fares. (10 Marks)
- (c) List five (05) Revenue Management Fences. (05 Marks)

Question 07

- (a) Segmentation of the air passenger market has traditionally been based on the use of three variables. What are these variables? (06 marks)
- (b) Product decisions will define ways in which an airline can achieve a sustainable competitive advantage. Briefly explain Customer Service-Related Product Features. (06 marks)
- (c) Explain Marketing communication techniques used for promotions in the airline industry. (08 Marks)

Question 08

- (a) List three terms which can be used to assess Airline industry demand. (03 Marks)
- (b) Economists describe the airline industry as closely approximating an oligopolistic market structure. Explain the characteristics of an oligopolistic industry. (07 marks)
- (c) Explain factors affecting the demand of airline services. (10 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
SEMESTER END EXAMINATION
Procurement Management – PMGT0347

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly
- Supporting documents are attached to the question paper

Date: 2018.03.26

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

St. Mathews is a world-renowned brand name for high quality consumer care products. St. Mathews (Pvt.) Ltd. spends more than half of their sales turnover on purchased items and services. Reduced purchasing expenditures can therefore result in substantial improvements of their profit margin. Today, purchasing is not considered as a supportive function, it is seen as a strategic- and an important element of a company's organizational structure. The procurement of goods and services at St. Mathews, varies from day-to-day items to large scale essential items, where they are being also sourced from different International countries. Some of St. Mathew's purchases include: the liquid concentration for soap and other hair care products like shampoo and conditioners, unique fragrance particles, coloring ingredients that are purchased Internationally and all consumer care packaging materials and common stationery items that are purchased from the local suppliers.

- (a) Discuss the problems that St. Mathews (Pvt.) Ltd. would face with international sourcing (04 Marks)
- (b) The Incoterms rules have become an essential part of the daily language of International trade. They have been incorporated in contracts for the sale of goods worldwide and provide rules and guidance to importers, exporters, lawyers, transporters, insurers and students of international trade.

"The International Chamber of Commerce"



Fill the tables with the respective responsibilities of the seller and buyer using the knowledge of INCO terms 2010. (Refer the attachment 01) (08 Marks)

- (c) Identify the procurement positioning according to the Kraljic Portfolio Purchasing Model (05 Marks)
- (d) Explain on the best practices that St. Mathews (Pvt.) Ltd. would adopt in procurement (03 Marks)

Question 02

- (a) (i) Define Public Procurement (02 Marks)
(ii) What is meant by 'Public Accountability'? (03 Marks)
(iii) State the objectives of NPA Sri Lanka (05 Marks)
- (b) A commodity is a raw material or primary agricultural product that can be bought and sold. These commodities are most often used as inputs in the production of other goods and services. The principle commodities include: Aluminum, Cocoa, Coffee, Copper, Cotton, Lead, Nickel etc. there are two types of commodities: Hard commodities and soft commodities. Soft commodities fluctuate in price by 100% and sometimes by 500% in just one season. Hard commodities can also increase in price by 300% in some periods.
- (i) Discuss the reasons for commodity price fluctuations. (07 Marks)
(ii) Briefly explain the mechanisms used for short-term price stabilization of commodity price fluctuations when purchasing (03 Marks)

Question 03

- (a) List down the two types of capital equipment. Explain each capital equipment's characteristics with relevant examples (03 Marks)
- (b) George St. Clairs (Pvt.) Ltd. a renowned manufacturer in Fast Moving Consumer Goods, considers RTDs (Ready To Drink) to be introduced in 2018 third quarter. With the demand that have forecasted through a comprehensive market survey, George St. Clairs (Pvt.) Ltd. have decided on a plant capacity expansion project to increase their production which will require new set of machineries. The Procurement Manager is evaluating the options of purchasing and leasing of the



RTD preparing machines. Each machine has a life time of 04 years and the below cash flows. The COC is to be 8%.

Assuming that you are the procurement manager, recommend which option is the most suitable to be implemented. Support your answer with the relevant reasons. (Hint: Use the Discounted Payback Period approach and the NPV approach in evaluating)

Table : 3.1 forecasted cash inflows and outflows in '000

Options	Initial price (\$)	Total Cash Inflows (\$)			
		Year 1	Year 2	Year 3	Year 4
Brand new - Leasing	960	390	375	455	330
Second Hand - Purchasing	885	360	320	350	270
Second Hand - Leasing	730	315	330	250	230

What other functions of the organization you would recommend discussing with, regarding this decision?

(Note: refer the attachment 02)

(17 Marks)

Question 04

- Explain the factors affecting pricing decisions in detail (10 Marks)
- List down and explain the various methods of organizing the procurement function in a company / firm (05 Marks)
- Suppliers are also considered as stakeholders to the organization, and their behaviors, capabilities, attitudes and performance can have a profound impact on a customer. Discuss on the attributes of a good supplier (05 Marks)



Question 05

- (a)
- (i) Define what is outsourcing? (02 Marks)
- (ii) During a monthly meeting of the management team at Kingsbury Hotels Colombo, it was suggested to outsource procurement activities to a 3rd party company. Assuming that you are the head of the committee meeting, discuss on the benefits and problems of this suggestion. (06 Marks)
- (iii) Outsourcing of services or procuring of services has now become a prominent trend in organizations. Briefly explain two (02) special features of a service (03 Marks)
- (b)
- (i) Identify the common elements of projects? (03 Marks)
- (ii) Distinguish between public sector project procurement and private sector project procurement (06 Marks)

Question 06

- (a) Define what is e-procurement? (02 Marks)
- (b) Describe what is a reverse auction? (03 Marks)
- (c) Explain in detail the barriers to a successful e-auction (05 Marks)
- (d) The Assistant Procurement Manager in a beverage processing company, proposes the company for moving towards an e-procurement system. Imagine that you are the Assistant Procurement Manager, and write a report to be submitted to the (COO) Chief Operating Officer elaborating on the benefits and pitfalls of moving to such a system. (10 Marks)

Question 07

- (a) Briefly explain five (05) environmental practices in procurement (05 Marks)
- (b) Explain the advantages of centralizing the procurement function in a firm / company (05 Marks)
- (c) Briefly explain the four stage purchasing development model (05 Marks)



- (d) Discuss two (02) internal organizational factors that have led to the changing role of purchasing and supply (05 Marks)

Question 08

- (a) (i) Explain how the purchasing function will appear in any two (02) of the following different types of organizations
- I. Flow production
 - II. Extractive industries
 - III. Distributive and retail industries
- (05 Marks)
- (ii) Explain any two (02) of the tools of analysis under strategic analysis (05 Marks)
- (b)
- (i) List down the sourcing principles from fair trade (04 Marks)
 - (ii) CSR is also referred to as socially responsible business, responsible business conduct, responsible entrepreneurship, corporate citizenship and corporate sustainability. Briefly discuss the benefits of CSR. (06 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
SEMESTER END EXAMINATION
Procurement Management – PMGT0347

Index No.:-

Attachment 01 (Table 1.1)

Note : - Attach this answer sheet to the answer booklet that is provided

Question 01 (Compulsory)

(14 Marks)

(a) Fill the tables with the respective responsibilities of the seller and buyer. (You may use 'S' for the seller and 'B' for the buyer)

INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	RISK								
			Supply Chain								
CPT			Factory	1 st Carrier	Origin Warehouse	Origin Terminal	2 nd Carrier (Ship/ Air)	Destination Terminal	Destination Warehouse	3 rd Carrier	Consignee
DDP											
FAS											
DAT											



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 Procurement Management – PMGT0347

Index No.:-

INSURANCE		Supply Chain										
INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	Supply Chain									
			Factory	1 st Carrier	Origin Warehouse	Origin Terminal	2 nd Carrier (Ship/ Air)	Destination Terminal	Destination Warehouse	3 rd Carrier	Consignee	
EXW												
CFR												
CFR												
DAP												



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Attachment 02 - PV table

Periods	Rate														
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	12%	15%			
1	0.9901	0.9804	0.9709	0.9615	0.9524	0.9434	0.9346	0.9259	0.9174	0.9091	0.8929	0.8696			
2	0.9803	0.9612	0.9426	0.9246	0.9070	0.8900	0.8734	0.8573	0.8417	0.8264	0.7972	0.7561			
3	0.9706	0.9423	0.9151	0.8890	0.8638	0.8396	0.8163	0.7938	0.7722	0.7513	0.7118	0.6575			
4	0.9610	0.9238	0.8885	0.8548	0.8227	0.7921	0.7629	0.7350	0.7084	0.6830	0.6355	0.5718			
5	0.9515	0.9057	0.8626	0.8219	0.7835	0.7473	0.7130	0.6806	0.6499	0.6209	0.5674	0.4972			
6	0.9420	0.8880	0.8375	0.7903	0.7462	0.7050	0.6663	0.6302	0.5963	0.5645	0.5066	0.4323			
7	0.9327	0.8706	0.8131	0.7599	0.7107	0.6651	0.6227	0.5835	0.5470	0.5132	0.4523	0.3759			
8	0.9235	0.8535	0.7894	0.7307	0.6768	0.6274	0.5820	0.5403	0.5019	0.4665	0.4039	0.3269			
9	0.9143	0.8368	0.7664	0.7026	0.6446	0.5919	0.5439	0.5002	0.4604	0.4241	0.3606	0.2843			
10	0.9053	0.8203	0.7441	0.6756	0.6139	0.5584	0.5083	0.4632	0.4224	0.3855	0.3220	0.2472			
11	0.8963	0.8043	0.7224	0.6496	0.5847	0.5268	0.4751	0.4289	0.3875	0.3505	0.2875	0.2149			
12	0.8874	0.7885	0.7014	0.6246	0.5568	0.4970	0.4440	0.3971	0.3555	0.3186	0.2567	0.1869			
13	0.8787	0.7730	0.6810	0.6006	0.5303	0.4688	0.4150	0.3677	0.3262	0.2897	0.2292	0.1625			
14	0.8700	0.7579	0.6611	0.5775	0.5051	0.4423	0.3878	0.3405	0.2992	0.2633	0.2046	0.1413			
15	0.8613	0.7430	0.6419	0.5553	0.4810	0.4173	0.3624	0.3152	0.2745	0.2394	0.1827	0.1129			
16	0.8528	0.7284	0.6232	0.5339	0.4581	0.3936	0.3387	0.2919	0.2519	0.2176	0.1631	0.1069			
17	0.8444	0.7142	0.6050	0.5134	0.4363	0.3714	0.3166	0.2703	0.2311	0.1978	0.1456	0.0929			
18	0.8360	0.7002	0.5874	0.4936	0.4155	0.3503	0.2959	0.2502	0.2120	0.1799	0.1300	0.0808			
19	0.8277	0.6864	0.5703	0.4746	0.3957	0.3305	0.2765	0.2317	0.1945	0.1635	0.1161	0.0703			
20	0.8195	0.6730	0.5537	0.4564	0.3769	0.3118	0.2584	0.2145	0.1784	0.1486	0.1037	0.0611			
25	0.7798	0.6095	0.4776	0.3751	0.2953	0.2330	0.1842	0.1460	0.1160	0.0923	0.0588	0.0304			
30	0.7419	0.5521	0.4120	0.3083	0.2314	0.1741	0.1314	0.0994	0.0754	0.0573	0.0334	0.0151			
35	0.7059	0.5000	0.3554	0.2534	0.1813	0.1301	0.0937	0.0676	0.0490	0.0356	0.0189	0.0075			
40	0.6717	0.4529	0.3066	0.2083	0.1420	0.0972	0.0669	0.0460	0.0318	0.0221	0.0107	0.0037			



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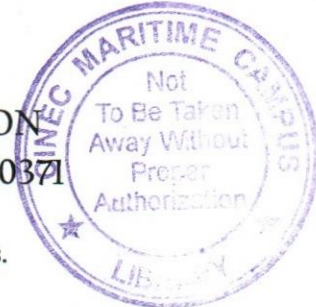


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Year 3 Semester I

SEMESTER END EXAMINATION

Marketing Management – MRKT0371



- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2018.03.21

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

McDonald's

McDonald's is the world's leading hamburger fast-food chain, with over 32,000 restaurants in 118 countries. McDonald's serves 58 million people each day and promises a simple, easy, and enjoyable food experience for its customers. McDonald's aggressively expanded overseas throughout the 1980s by adding locations throughout Europe, Asia, the Philippines, and Malaysia. This rapid expansion, however, led to many struggles during the 1990s and early 2000s as a result of losing focus and direction.

In 2003, McDonald's implemented a strategic effort called the "Plan to Win" which helped McDonald's restaurants refocus on offering a better, higher-quality consumer experience rather than a quick and cheap fast-food option. This framework has provided a strategic insight on how to improve on the company's 5 Ps—people, products, promotions, price, and place—yet allowed local restaurants to adapt to different environments and cultures. For example, McDonald's introduced a Bacon Roll breakfast sandwich in the United Kingdom, a premium M burger in France, and an egg, tomato, and pepper McPuff in China. Prices also varied slightly across the United States to better reflect different tastes in different regions.

McDonald's responded to health trends and began offering premium salads as well as apple slices instead of French fries in Happy Meals as well as all-white-meat McNuggets.



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Although a greater availability of healthy options has been a key driver of McDonald's menu change in recent years, the company has also considered other factors when adding new items to its selection. To cater different tastes in different geographies the company tailored some of their menus suits local geographical or religious needs and are offered only in these local markets. For example, McWraps in Europe, Angus burgers in Australia, Maharaja Mac in India, Teriyaki Burger in Japan and smoothies in the US. It has also expanded its ranges to give diners greater choice and to adapt to evolving consumer trends.

As mentioned earlier, moving in line with ever-changing consumer needs and preferences has been a key reason for McDonald's continued success, and this is not limited to menu changes. One noticeable development has been the need for more flexible opening hours as people's lifestyles have changed.

McDonald's has a revolutionizing effect on the American society and ultimately the world. In Sri Lanka, McDonalds physically resembles most other McDonalds in the world with similar interior and exterior design, including a "McDonaldland" for the kids. Although these global spaces maintain universal standards, there are qualitative differences in company functioning, which indicate certain deviations from the universal model.

In the United States, McDonalds are certainly not 'status' places. People rush to McDonalds to achieve maximum economic/time efficiency in fulfilling hunger. However, in Sri Lanka these are designed and thought of as places of social status. The global food, visual difference and extraordinary cleanliness, employee profile, and the exorbitant price tags together have assigned these places a higher status for McDonalds outlets in Sri Lanka.

Adopted from; "Marketing Management by Kotler, P, and Keller, K.L" and Globalization from within: Interplay of the local and the global in Sri Lanka, Sri Lanka Journal of Social Sciences by Hennayake, N. M.

Using the given case scenario and additional knowledge you have regarding the situation, you are required to answer following questions;

(a) A consumer's buying behavior is influenced by cultural, social, personal and Psychological factors. Of these, cultural factors exert the broadest and deepest influence.



Discuss how far McDonalds has considered cultural and personal factors of their buyers when developing their market offerings. (10 Marks)

(b) Explain the how McDonalds' could consider Psychological factors when developing their market offering (05 Marks)

(c) Explain the stages of buyer decision making process relevant for fast food and beverage consumption.

(05 Marks)

Question 02

"Good marketing should be able to create a "proposition" or set of benefits for the end customer that delivers value through products or services". Identify 7 P's in marketing and apply them in a context of a shipping company. Explain how a shipping line could create a proposition or benefits through the 7 P's. (20 Marks)

Question 03

Organizations do not operate in a vacuum. To survive and grow organization must be aware of what is happening in the external environment.

(a) Discuss the two-key event or developments in each of the elements of the macro environment affecting a business of your choice. (10 Marks)

(b) Analyse the competitiveness of the industry of the above chosen business using a suitable framework. (10 Marks)

Question 04

The company you are working for wish to entre holiday business. Instead of scattering the company marketing efforts, the management want to identify the parts of the market they can serve best and most profitably. Your managers asked you to prepare a report addressing the followings;

(a) Recommend three suitable bases for segmentation that might be appropriate for the holiday business. (You are required to discuss both main bases and suitable sub criteria) (10 Marks)

(b) Evaluate three strategic options that company have for targeting. (10 Marks)



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Question 05

Marketing receives considerable level of criticism. Some of this criticism is justified; a large amount is not. Social critics claim that certain marketing practices hurt individual consumers, society as a whole and other business firms.

- (a) Explain how marketing can bring negative effect to individual customer and society, using examples to elaborate on your points (12 Marks)
- (b) Discuss two common public actions that can be used against regulating unethical marketing practices. (08 Marks)

Question 06

For many years the business for which you work has been engaged in manufacturing consumer durable products, now, the management wish to entre new geographical market.

You have been asked by the management to;

- (a) Discuss the importance of monitoring global economic and social environment when entering to the new geographical market. (10 Marks)
- (b) Discuss main strategic decisions that company should went through when entering to a foreign market (10 Marks)



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Question 07

You work for a restaurant based in a large city and have been asked by your manager to produce an email to be sent to the management team, that:

- (a) Explain the importance of having a Marketing Information System(MIS) and explain three main sources of developing needed data for MIS. (10 Marks)
- (b) Discuss the steps that you would take to research the market potential for a new menu (10 Marks)

Question 08

You are working in a small local business of your choice and you have been asked by the director to produce a briefing paper for a number of different managers, that:

- (a) Explain the process of communication using a suitable theoretical framework. (10 Marks)
- (b) Recommend steps involved in developing effective communication campaign to introduce a new product to the local market (10 Marks)

-----END OF THE QUESTION PAPER-----

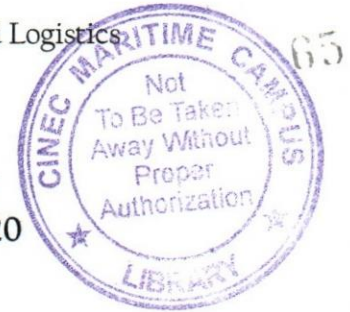


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Year 3 Semester I
SEMESTER END EXAMINATION
International Economics – ECON0320



- This paper consists of EIGHT questions on SIX (06) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly
- MCQ answer sheet is attached to the question paper.

Date: 2018.03.19

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

1. Most nations of the world are
 - (a) Closed economies.
 - (b) Open economies.
 - (c) Self- sufficient.
 - (d) Nontrading nations.
2. The wellbeing of the nations is illustrated by,
 - (a) Production Possibility Curve.
 - (b) Production Transformation Curve.
 - (c) Community indifference Curve.
 - (d) Iso- Quant Curve.
3. See the following figure 1.1 production possibility curve of nation which can produce two commodities of X and Y. the relative prices in international market is represented by the P_x/ P_y . Point A is represented the domestic production. Which one of following is correct,
 - (a) Product X relatively expensive in intranational market than domestic.
 - (a) Product Y relatively expensive in domestic market than international market.



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- (b) The nation face to decrease in opportunity cost.
(c) Country can maximize their benefit by producing on point A than B.

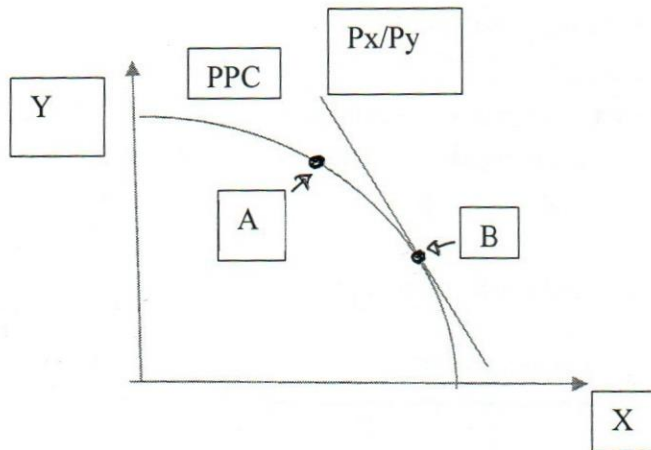


Figure 1.1: Production Possibility Curve.

4. The offer curve of a country represents,
- (a) Total export and import of the nation
 - (b) Desired exports and imports at different terms of trades
 - (c) Equilibrium conditions of the country.
 - (d) None of the above.
5. Which of the following is not included in the current account section of the balance of payment?
- (a) The export of goods and services.
 - (b) The import of goods and services.
 - (c) Capital inflows.
 - (d) Government grants.
6. Under the freely flexible exchange rate system, a deficit in a nation's balance of payment is corrected by



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- (a) A decrease in the domestic currency price of the foreign currency
 - (b) An appreciation of domestic currency.
 - (c) A depreciation of the domestic currency.
 - (d) A depreciation of the foreign currency.
7. The rate of tariff that maximizes the net benefit of the of the nation called as,
- (a) Effective tariff
 - (b) Nominal tariff
 - (c) Optimal tariff
 - (d) Prohibitive tariff.
8. Which one of following is incorrect about trade diverting custom unions,
- (a) that lead to both trade creation and trade diversion.
 - (b) There is net welfare gain.
 - (c) That leads to reduction of domestic producer's surplus.
 - (d) It increases the wellbeing of nation in union and other nonmembers.
9. In order to protect against foreign exchange risk, firms can use
- (a) The spot market for foreign exchange.
 - (b) Interest rate arbitrage.
 - (c) Purchasing power parity.
 - (d) The forward market for foreign exchange.
10. The organization which dealing with the rules of trade between nations,
- (e) The World Trade Organization
 - (f) International Monetary Fund
 - (g) Asian development Bank
 - (h) Central bank.

(2*10 Marks)



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Question 02

Sri Lanka has 1000 labor hours while India has 3000 labor hours Both countries can produce computers and apparels. The unit of labor hours requirements is given bellow,

Country	Number of labor hours / unit of computer	Number of labor hours / dozen of apparel
Sri Lanka	50	25
India	60	40

- Draw the production possibility for both India and Sri Lanka. (04 Marks)
- Explain the relative price of each products in both nations. (04 Marks)
- Explain the comparative advantage using above information (02 Marks)
- Explain the Pattern of trade. (02 marks)
- What would be the exchange rate within each nation (02 Marks)
- Explain the gain from trade using appropriate exchange rate. (06 Marks)

Question 03

- Explain the term "factor abundance" and "factor intensity" with appropriate example (08 Marks)
- What is Explain by H-O model and H-O-S models? Explain with assumptions. (12 Marks)

Question 04

- After the tariff in small country case, production effect and revenue effect are the positive while the consumption effect and trade effect are negative. Do you agree? Explain. (12 Marks)
- What are the non-tariff trade restrictions on international trade? explain (08 Marks)

Question 05

- Explain the difference types of economic integration with appropriate Examples. (10 Marks)
- "The trade creation custom union increases the welfare of both member and non-member nations" do you agree? Explain. (10 Marks)



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Question 06

(a) Your given following information about a hypothetical economy,

Transaction	Value in US\$ Million
Import of food and beverage	4000
Exports of Rubber	2000
Exports of Sea foods	200
Income received from transport	6000
Foreign remittance receipts	200
Foreign direct Investments receipts	2000
Interest rate payment	100
Payment for travel	1500
Gross Domestic expenditure	15000
Total Consumption	12000

Calculate Following,

- GDP
- GNP
- Disposable National Income.
- Domestic Gross Investment.
- Current Account Balance
- National Savings. (12 Marks)

(b) How does following events influence on the balance of payment of a country,

- Depreciation of the domestic currency
- High level of inflation in the country. (08 Marks)

Question 07

- What do you mean by Purchasing Power Parity Exchange Rate (04 Marks)
- Explain the difference between nominal effective exchange rate and real effective exchange rate. (06 Marks)
- Suppose that currency exchange rate of currency pairs are as follow,
1 USD = 0.72GBP
1 GBP = 215.63LKR
1USD = 156.30LKR



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- (i) Is there arbitrage opportunity? Find out (02Marks)
(ii) If you sell 100000 USD for GBP, illustrate the triangular arbitrage process
(08 Marks)

Question 08

Write down short note on any five (5) of the following

- (a) Factor price equalization theory
- (b) Balance of Payment
- (c) Forward Exchange Rate
- (d) Marshall -Lerner condition
- (e) J- curve effect
- (f) World Trade Organization

(5*4 Marks)

-----END OF THE QUESTION PAPER-----



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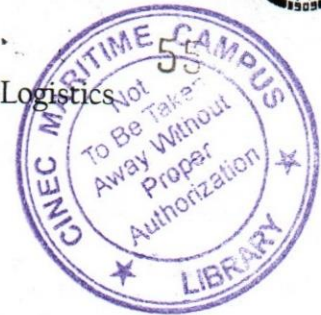
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Year 3 Semester I

REPEAT EXAMINATION

Environmental and Social Impacts of Transport and Logistics - ESTL0309

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE questions including question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2017.05.27

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

Design a Coastal water quality monitoring program including following areas.

- (a) Project theme (state Specific One theme)
 - (b) Project Site: (Chose at your Preference)
 - (c) Project Objective
 - (d) Project Period
 - (e) Parameters
 - (f) Specific Issues and Description
- (20 Marks)

Question 02

- (a) Explain the term "Sustainable freight" in your own words. (05 Marks)
- (b) Draw and explain three pillars of sustainable freight. (05 Marks)
- (c) Explain Challenges to Sustainability in Sri Lankan urban freight transportation sector. (10 Marks)



Question 03

- (a) Explain the meaning of "Transport Conservation". (04 Marks)
- (b) Explain Measures for reducing GHG emissions in Industries. (06 Marks)
- (c) Identify Freight Transport innovations and explain them in briefly by stating the priority level of each application. (10 Marks)

Question 04

- (a) List down five (05) energy Forms and provide examples for each. (05 Marks)
- (b) Describe the terms Urban sprawl and motorization in your own words. (05 Marks)
- (c) Explain the advantages and disadvantages of non-renewable energy sources. (10 Marks)

Question 05

- (a) Explain the concept of Carbon Natural City in your own words. (10 Marks)
- (b) Explain transport-related Waste Management systems to enhance the environmental quality. (10 Marks)

Question 06

- (a) List down three (03) main Conventions & Related Protocols to Marine Pollution. (05 Marks)
- (b) Draw and name the following maritime jurisdiction of Sri Lanka by providing the lengths in IS units or Nautical miles.
- (i). Internal Waters
 - (ii). Territorial Waters
 - (iii). Contiguous Zone
 - (iv). EEZ
 - (v). International Waters (15 Marks)



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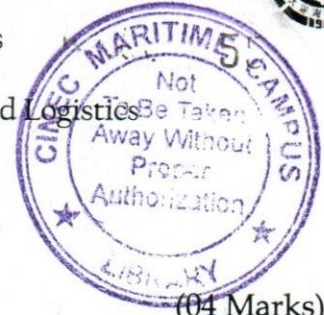
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Question 07

- (a) Describe the Reasons for Oil Spills. (04 Marks)
- (b) List down oil spills cleanup methods and explain one method. (08 Marks)
- (c) List down the types of Oils and explain their effect on marine environment. (08Marks)

Question 08

- (a) Define the term 'Pollution'. (04 Marks)
- (b) Briefly explain the major types of pollution and explain each of them in detail. (06 Marks)
- (c) Briefly explain the evidences of climate change. You may use appropriate graphs and diagrams to explain your answer. (10 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
REPEAT EXAMINATION

Customs and Commodity Inspections Operations- CCIO-0234

- This paper consists of EIGHT questions on SIX (06) pages.
- Answer Any FIVE questions including question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.10.29

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

1. Grand International Group is a multinational company based in the USA and the rights holder of several world renowned brands including "Walker" and "Bee" brands.

Great Walker Ltd is a Shoe manufacturing company based in China. They manufacture "Walker" brand Shoes according to the specified quality of Grand International Group and supply the same only to the buyers nominated by Grand International Group. Grand International Group holds 63% of shares of Great Walker Ltd and several Directors of Great Walker Ltd are also Directors of Grand International Group.

Grand Lanka Ltd is a Sri Lankan trading company registered under the Companies Act. However, Grand International Group holds 98% of shares of Grand Lanka Ltd. Several Directors including the Managing Director of Grand Lanka Ltd are also Directors of Grand International Group. Grand Lanka Ltd has been appointed by Grand International as their Sole-Agent in Sri Lanka for the sale of "Walker" brand Shoes. In addition to the Sole-Agency Agreement Grand Lanka Ltd has also entered into an agreement with Grand International Group termed as Royalty Agreement. According to this Royalty Agreement, Grand Lanka has to pay 5% of the Ex-Work price as Royalty to Grand International Group for the "Walker" brand Shoes purchased from Great Walker Ltd.

Grand Lanka has imported a shipment of 01x20' container said to contain 5,000 pairs of "Walker" brand Shoes from Great Walker Ltd. The Ex-Work price agreed is USD 2.50 per pair of Shoes. Grand Lanka has entrusted the transportation of the



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said container from China to the Port of Colombo to a Freight Forwarding company namely Sea-Sky Lanka Ltd. They have issued a quotation containing the following charges.

Charges at Origin

- Sea Freight - USD 1285
- Packing Cost - USD 315
- Inland Transport - USD 725
- Handling Charges - USD 165

Charges at Destination

- Terminal Handling (THC) - USD 250
- Container Deposit - Rs. 5750
- Container Washing - Rs. 1150

In addition to the above charges the Sea-Sky Lanka Ltd has also charged USD 150 as Bunker Adjustment Fee (BAF) and USD 110 as Currency Adjustment Fee (CAF) on the arrival of the container. The marine insurance has been obtained locally from Sri Lanka Insurance Company on payment of Rs. 16,875/= for the whole shipment. The Exchange Rate is Rs. 135.00 per US Dollar.

- Calculate the **Cost of Transport** of the subject shipment from the warehouse of Great Walker Ltd to the Port of Colombo in **USD**. (06 Marks)
- Calculate the amount of **Royalty** payable to Grand International Group by Grand Lanka Ltd against the subject shipment in **USD**. (06 Marks)
- Calculate the **Customs Value** of the subject shipment in **Sri Lankan Rupees**. (08 Marks)

Question 02

Excel (Pvt) Ltd has imported a consignment of 15 units of Brand New Refrigerator-Freezers from Malaysia. The price paid is CIF Colombo USD 525 per unit. According to the Sri Lanka Tariff Guide 2014 the Combined Refrigerator-Freezers, fitted with separate external doors (unused) is classified within HS Code 8418.10.90 and the following taxes are payable for the importation.



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000015

- Customs Duty - 15%
- VAT - 12%
- PAL - 5%
- NBT - 2%
- Cess - 15%
- Excise (SP) Duty - 17%

Calculate all six taxes payable for the above shipment. Exchange Rate is Rs. 135 per US Dollar. Formulas are provided in the attached document to this question paper.

(20 Marks)

Question 03

Write an essay describing the structure, functions, objectives and the legal framework of the Sri Lanka Customs.

(20 Marks)

Question 04

(a) Name the **6 methods** given in the WTO Valuation Agreement to determine the Customs.

(10 Marks)

(b) Explain the **method 1** and the adjustments to be made to the value so determined.

(10 Marks)

Question 05

Explain in the structure of a HS Code upto 6 digits and the procedure one should follow to determine the HS Code of any given commodity.

(20 Marks)

Question 06

Write short essays on 4 of the following topics.

(20 Marks)

- Customs Ordinance
- Imports and Exports (Control) Act
- Exchange Control Act
- Antiquities Ordinance
- Fauna and Flora Protection Act
- Revenue Protection Act
- Value Added Tax Act
- Cosmetics, Devices and Drugs Act



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Question 07

- (a) Explain in brief the objectives and functions of World Customs Organisation (WCO).
(10 Marks)
- (b) Elaborate on the General Agreement on Tariff and Trade (GATT) and the transformation of GATT to World Trade Organisation (WTO)
(10 Marks)

Question 08

- (a) List down the copies of the CusDec (Bill of Entry) and explain for what purpose those copies are used.
(10 Marks)
- (b) List down the documents that should be attached to the CusDec and explain their relevance for the clearance of the imported goods.
(10 Marks)

-----END OF THE QUESTION PAPER-----



Computation formulae for imported goods

Where

v	=	CIF value in Rupee
c	=	Cess levy under Sri Lanka Export Development Act
d	=	Customs Duty
e	=	Excise (Special Provisions) Duty (ED)
t	=	Value Added Tax (VAT)
n	=	Nation Building Tax
p	=	Port and Airport Development Levy (PAL)
r _e	=	Rate of Excise (Special Provisions) Duty (ED)
r _t	=	Rate of Value Added Tax (VAT)
r _n	=	Rate of Nation Building Tax

- Customs Duty (d) = (CIF value) × (Customs duty rate)
or
= (quantity) × (unit rate of customs duty)
- Value Added Tax (t) = (v + 10% of v + d + c + p + e) × r_t
- Cess Levy (c) = (v + 10% of v) × (Cess levy rate)
or
= (quantity) × (unit rate of Cess levy)
- Port and Airport Development Levy (p) = (CIF value) × (PAL rate)
- Excise (Special Provisions) Duty (e) = (v + 15% of v + d + c + p) × r_e
or
= (quantity) × (unit rate of Excise Duty)
- Special Commodity Levy = (Quantity) × (unit rate of Special Commodity Levy)
- Nation Building Tax (n) = (v + 10%v + d + c + p + e) r_n



Schedule
Rates of Exchange Effective From 17.10.2016 to 23.10.2016

	Country	Country Code	Currency	Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	112.8446
2	Bahrain	BH	Dinar	BHD	394.1819
3	Bangladesh	BD	Taka	BDT	1.8954
4	Brazil	BRL	Brazil Real	BRL	46.7580
5	Brunei	BN	Brunei Dollar	BND	107.2869
6	Canada	CA	Canadian Dollar	CAD	112.6319
7	China	CN	Renminbi	CNY	22.1046
8	China	CN	Offshore		22.0689
9	Czecholovakia	CS	Koruna	CSK	6.0749
10	Denmark	DK	Kroner	DKK	22.0646
11	Egypt	EG	Pound	EGP	16.7395
12	Euro Zone		Euro	XEU	164.1572
13	Ghana	GH	Cedi	GHC	37.1615
14	Hongkong	HK	Dollar	HKD	19.1616
15	Hungary	HU	Forint	HUF	0.5377
16	India	IN	Rupee	INR	2.2245
17	Indonesia	ID	Rupiah	IDR	0.0114
18	Iran	IR	Riyal	IRR	0.0049
19	Japan	JP	Yen	JPY	1.4317
20	Jordan	JOR	Dinar	JOD	209.7298
21	Korea	KR	Won	KRW	0.1313
22	Kuwait	KW	Dinar	KWD	490.9860
23	Macau	MO	Pataca	MOP	18.6040
24	Malaysia	MY	Ringgit	MYR	35.3288
25	Maldive Island	MI	Rufiya	MVR	9.6838
26	Marutius	MU	Rupee	MUR	4.1673
27	Myanmar	BU	Kyat	BUK	0.1176
28	Nepal	NP	Rupee	NPR	1.3908
29	New Zealand	NZ	Dollar	NZD	105.8731
30	Nigeria	NG	Naira	NGN	0.4878
31	Norway	NO	Kroner	NOK	18.2316
32	Oman	OM	Riyal	OMR	386.0684
33	Pakistan	PK	Rupee	PKR	1.4203
34	Papua New Guinea	PG	Kina	PGK	46.8978
35	Philippines	PH	Peso	PHP	3.0756
36	Poland	PL	Zloty	PLZ	38.2099
37	Qatar	QA	Riyal	QAR	40.8189
38	Russia	SU	Rouble	SUR	2.3598
39	Saudi Arabia	SA	Riyal	SAR	39.6284
40	Seychelles	SC	Rupee	SCR	11.1777
41	Singapore	SG	Dollar	SGD	107.2869
42	South Africa	ZA	Rand	ZAR	10.4186
43	Sweden	SE	Kroner	SEK	16.9076
44	Switzerland	CH	Francs	CHF	150.6802
45	Taiwan	TW	Dollar	TWD	4.6884
46	Thailand	TH	Baht	THB	4.2217
47	U.A.E.	AE	Dirham	AED	40.4705
48	United Kingdom	GB	Sterling Pound	GBP	181.9204
49	United States of America	US	Dollar	USD	148.6460
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0286
51	Zambia (New)	ZM	Kwacha		14.9769
52	Zimbabwe	ZW	Dollar	ZWD	0.3917



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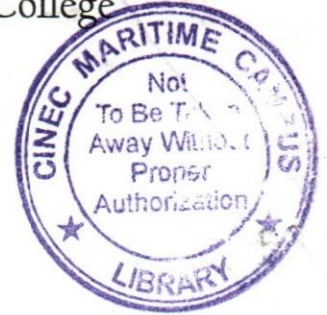
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Year 3 Semester I

SEMESTER END EXAMINATION

Port Planning LTTP 3203

- This paper consists of SEVEN questions on two (02) pages.
- Answer Four Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.09.08

Pass mark: 50%

Time: 02 Hours

Question -1 (COMPULSARY)

"You are considered as an expert in port management, port operation & port planning. Your expertise is now required by the Government of Sri Lanka to attract foreign direct investments to generate more cargo and more ships to the Port of Hambantota." Make your own suggestions to that effect with a revised master plan incorporating a zone plan for the Port of Hambantota.

(25 Marks)

Question - 2

Select one country and describe the port policy of the country, planned port projects and the impact to Sri Lankan Ports?

- 1) Indian West Coast Port Projects
- 2) Singapore Port Projects
- 3) Malaysian Port Projects

(25 Marks)

Question - 3

Select one of the cargo handling terminals and draw a full terminal layout to handled three ships at any given time and describe the terminal facilities.

- (i). Liquid & Dry Bulk Handling Terminal



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(ii). Cruise Terminal

(25 Marks)

Question - 4

What are the special factors that a Port Consultant should consider when modernizing existing facilities, new capacity building and green field port planning?

(25 Marks)

Question - 5

Design and describe an Automobile Handling RO-RO Terminal for three ships to berth at any given time with necessary facilities considering following.

1. 70% Transshipment
2. 10% Local Import Brand New Vehicles
3. 10% Local Import Recondition Vehicles
4. 10% Local Exports

(25 Marks)

Question -6

Being a subject specialist in port planning your services are required for the Government of Singapore to shift existing four container terminals in different locations to a single new location of TUAS to handled 70million teus annually.

- a) Design a suitable layout for a container terminal to handle Ultra Large Container Ships for the Mega Transshipment Hub with key terminal facilities?
- b) List out all continaer terminal handling equipments and suggest equipments suitable for an automated terminal for TUAS?

(25 Marks)

Question - 7

What is the Sri Lankan Government Policy with regard to the Port Sector and describe in line with the Vision 2020?

(25 Marks)

-----END OF THE QUESTION PAPER-----



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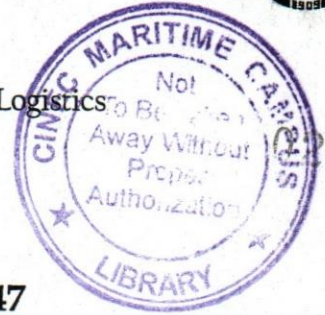
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Year 3 Semester I
REPEAT EXAMINATION

Procurement Management PMGT0347

- This paper consists of EIGHT questions on Two (02) pages.
- Answer Any Five Questions including Question 01
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.07.06

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

You have been selected as the head of the centralized procurement division of a group of companies. All subsidiaries had been handling their purchasing by themselves for 25 years and the top management wants the centralized purchasing division to handle purchasing function for the entire group at present.

Explain your approach.

(20 Marks)

Question 02

Explain the evolution of purchasing function during last 30 years.

(20 Marks)

Question 03

(a) Define the term 'Negotiation'.

(02 Marks)

(b) Explain why negotiation is important in procurement.

(02 Marks)

(c) Explain, why pre planning stage is very important in a negotiation Process.

(06 Marks)

(d) Describe the main approaches to a negotiation and compare the characteristics of these approaches.

(10 Marks)

Question 04.

(a) Explain the importance of purchasing function in distributive and retail industry.

(20 Marks)

Question 06

Will the lowest purchasing price always lead to lowest total cost?

(20 Marks)

Explain with examples



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Question 07

The Sunshine is a leading importer in Sri Lanka who imports different types of products (Food, pharmaceuticals and electrical items) from various countries and sell it using its island wide distributor Network. The top management took a decision to outsource its custom house clearance work, warehousing, logistics and distribution to a third party service provider.

You have been nominated to lead the outsourcing process, selection of the service providers and you will be held responsible for the success of this operation.

Define the term outsourcing and briefly discuss probable obstacles anticipated by you when you try to outsource the areas suggested by the top management , and your strategies to complete the task successfully. (20 Marks)

Question 08

Write short notes on FOUR 04 topics below

(20 Marks)

- (a) Reverse Auctions.
- (b) Countertrade.
- (c) FCA.
- (d) Purchase Order.
- (e) DDP.
- (f) CIF.

-----END OF THE QUESTION PAPER-----



Signature

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Year 3 Semester I
SEMESTER END EXAMINATION

000027

Environmental and Social Impact of Transport and Logistics ESTL0309

- This paper consists of EIGHT questions on Three (03) pages.
- Answer Any Five Questions including Question 01
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.03.10

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Transportation is one of the world's largest industries contributing 6% to the Global Economic activity. The industry continuously evolves and is intertwined with Supply Chain Management and Logistics services and, the issue of transportation and the environment is paradoxical in nature.

- (a) Explain the paradox of transportation and nature (10 Marks)
- (b) You can categorize the impact caused by transportation to the environment to three types. What are these three categories and explain in detail the same with examples. (10 Marks)

Question 02

Urban Sprawl is a social phenomenon and another word for Urbanization advancing at an accelerated pace through the global motorization. This also causes serious environmental impact. Urban Freight arises due to the Urban Sprawl Global cities go through four stages of motor transition which at the fourth stage is considered least damaging to the environment.

- (a) What is Urban Sprawl (08 Marks)
- (b) What are the four stages of Motor Transition, and explain the outcomes to environment impact associated with the transition process (12 Marks)



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Question 03

Transport has significant detrimental effects on the built and natural environment, and hence on individuals' lives. Identify five (05) main environmental problem areas caused by transportation with at least one example. (20 Marks)

Question 04

Transportation now accounts between 20 and 25% of the total energy being consumed and the major component is derived from fossil fuels. 'Peak Oil' is a phenomenon that concerns mankind.

- (a) What is 'Peak Oil' (06 Marks)
- (b) Identify two consequences each arising out of Peak Oil with reference to Road, Rail, Air, and Maritime Transportation (14 Marks)

Question 05

One of the steps associated with an Environmental Impact Assessment (EIA) process is 'Impact Analysis / Prediction'. Impacts that are so predicted has many characteristics and to derive the same there are many impact identification methods.

- (a) Identify at least four characteristics of environmental impacts (08 Marks)
- (b) Identify Three (03) Advantages and Three (03) Disadvantages associated in using 'Checklists' as an impact identification method. (12 Marks)



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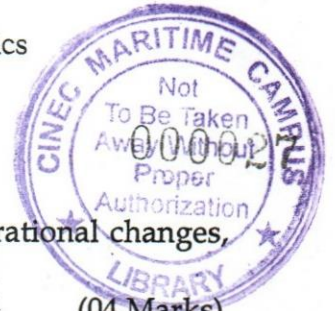
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Question 06

Logistics, industry will not become a low carbon sector without operational changes, especially without adopting new, more efficient technologies.

- (a) Identify two out of the three focal points for CO₂ reductions in operational solutions for CO₂ reductions. (04 Marks)
- (b) Road Transportation is one of the highest contributors to CO₂ emissions. Identify five technologies that would help reduce emissions (10 Marks)
- (c) Identify two alternative fuels that are in use today and their sources (06 Marks)

Question 07

Sustainability requires reduction of GHG Emissions in Transport, and Policy Instruments are one of the measures that governments can take towards this.

- (a) Identify the three types of Policy Instruments. (06 Marks)
- (b) Describe one of the instruments citing at least three measures coming under the instrument with an example of such an implementation. (14 Marks)

Question 08

One of the problems faced today in the logistics industry is the underutilization of assets, including trucks, trains and containers which lead to sustainability issues.

- (a) Identify 06 reasons for empty trucking and cite examples (12 Marks)
- (b) Explain in detail one of these reasons citing examples (08 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I

SEMESTER END EXAMINATION

000027

Port Loading and Unloading Techniques PORT0251

- This paper consists of EIGHT questions on Two (02) pages.
- Answer Any Five Questions including Question 01
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.03.08

Pass mark: 50%

Time: 03 Hours

Question - 1

Describe Indirect Container Terminal Operations and list out all container terminal handling equipments?

(20 Marks)

Question - 2

Explain Automobile Ro-Ro Handling Terminal operation and your suggestions to minimize damages/accidents/pilferages?

(20 Marks)

Question - 3

What are the different types of Dry Bulk Cargo carrying ships and explain the terminal handling facilities, equipments & operations?

(20 Marks)

Question - 4

Draw a container terminal highlighting indirect operation and explain different terminal planning that is required?

(20 Marks)

Question - 5

What are the different passenger handling terminals in a port and describe Cruise Terminal facilities?

(20 Marks)

Question - 6

What are the different types of Liquid Bulk cargo carrying ships and explain the terminal facilities and operation?

(20 Marks)



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Question - 7

Explain the **conventional/general/break-bulk cargo handling** terminal operation & suggest how to improve terminal productivity?

(20 Marks)

Question - 8

What are the different equipment that are used in a **Fully Automated Container Terminal** and explain planning/operation?

(20 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I SEMESTER END EXAMINATION Airline Business Management ABMG0308

- This paper consists of EIGHT questions on Three (03) pages.
- Answer Any Five Questions including Question 01
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.03.04

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- Identify five factors taken into consideration in the process of flight scheduling in an airline. (05 Marks)
- List two broad distribution channels used in the airline industry. (05 Marks)
- Explain the difference between crew pairing and 'rostering'. (05 Marks)
- What are the two approaches followed in airline fleet planning (05 Marks)

Question 02

- Briefly explain what is meant by liberalization in the airline industry. (10 Marks)
- Explain the different characteristics of liberalization and the level of liberalization in Sri Lanka in comparison to European Union and United States? (10 Marks)

Question 03

- Polo Airline operates a fleet of Airbus aircraft ranging from A320, A330 and A340s. The demand estimate of the airline suggests that there is a demand stimulating in the CMB-SIN Sector and this would require a supply of additional 400 seats per day by the airline. Explain how the airline can follow the schedule development process to cater this demand. (10 Marks)
- What are the unique problems that Polo Airline may undergo when doing this schedule development? (10 Marks)



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Question 04

- (a) What are the four factors that can affect the airline's choice of aircraft types when purchasing a new aircraft? Explain in detail. (10 Marks)
- (b) SriLankan Airlines, the national flag carrier of Sri Lanka is planning to purchase the new A350 aircraft which is considered as fuel efficient aircraft model of the Airbus family. As a fleet planner in the airline explain with the aid of economic evaluation process; how has the airline arrived on this purchase decision and what are the financial impacts of the new fleet planning exercise. (10 Marks)

Question 05

- (a) What is Montreal Convention explain in brief. (10 Marks)
- (b) What are the changes brought into the area of human factors during the period of 1970-1990 and the continuing present trends? (10 Marks)

Question 06

There are many factors that affect human performance. These factors can be grouped into three main broad areas. Explain two factors from each category in detail with reference to real life or hypothetical examples. (20 Marks)

Question 07

- (a) Explain what is market segmentation and the steps of segmenting a market based on an example from airline industry. (10 Marks)
- (b) What are the three intensive growth strategies that an airline can use? Explain in detail with appropriate examples. (10 Marks)

Question 08

- (a) Explain two different pricing tactics used by airlines in brief. (05 marks)
- (b) Pricing tactics used by airlines can be categorized into broad categories namely fare actions and adjustments to fare rules and/or restrictions. Explain two pricing tactics falling under each of these broad categories. (10 marks)
- (c) There are four different types of checks performed on aircraft. What are these different types of checks? (05 marks)

-----END OF THE QUESTION PAPER-----



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BSc in International Transportation Management and Logistics

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Year 3 Semester I SEMESTER END EXAMINATION Procurement Management PMGT0347

- This paper consists of EIGHT questions on Three (03) pages.
- Answer Any Five Questions including Question 01
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.03.02

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- Define the term 'Price' and its importance in purchasing. (02 Marks)
- What are the main factors affecting pricing decisions? (04 Marks)
- What are sellers concerns with regard to arriving at a selling price? (02 Marks)
- What are the buyers concerns for the price they pay to suppliers? (02 Marks)
- State the main types of pricing contracts, their characteristics, applications, risk factors and desirability of using them under different conditions. (10 Marks)

Question 02

- Define the term 'Purchasing'. (02 Marks)
- What is a purchasing Requisition? (02 Marks)
- What is a purchase order? (02 Marks)
- Why must you take great care when wording a purchase order? (02 Marks)
- State at least 4 different types of purchase orders / agreements and explain each of them. (06 Marks)
- Why must the buyers be careful when releasing blanket Purchase orders and how should they minimise their risks? (02 Marks)
- Draw a flow chart of purchasing procedure starting from a purchase requisition, sent to Purchasing Department, involvement of Suppliers, inspection and payment. (04 Marks)



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Question 03

Briefly discuss the evolution of purchasing function during last 30 years. (20 Marks)

Question 04

- (a) Define the term 'Negotiation'. (02 Marks)
- (b) List down the main factors in a negotiation and briefly explain them. (08 Marks)
- (c) Explain the contents of a negotiation. (04 Marks)
- (d) Describe the main approaches to a negotiation and compare the characteristics of these approaches. (06 Marks)

Question 05

Explain the main factors influencing the sourcing decisions. (20 Marks)

Question 06

(a) ABC importers (pvt) Ltd has been importing their consignments from China on CIF basis for past 5 years. The newly joined purchasing executive proposed his superiors to change the incoterm from CIF to FOB in order to get control over the shipments by nominating a shipping line. The purchasing Executive also sent a memo explaining the saving on freight rates and the benefits of faster transit times when buying on FOB basis. The accountant rejected the proposal of the newly joined purchasing executive advising that the total CIF value quoted by the supplier is cheaper, when the insurance is arranged by the supplier at the port of loading.

- (i) You are requested to advise the accountant with regard to his decision of buying the consignment on CIF terms. (07 Marks)
 - (ii) What are the costs, which have to be paid by shipper when supplying on CIF basis. (03 Marks)
- (b) Kamal is the shipping Manager of Biyagama Exporters (pvt) Ltd which is a leading apparel exporter in Sri Lanka. Kamal has been requested by a consignee in Tanzania to send a quotation for 10,000 pcs of garments (22 CBM in 1 x 20 container) on DDP basis. Kamal seeks your advice. (10 marks)



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Question 07

The Kings Group is a leading importer in Sri Lanka who imports different types of products (food items, pharmaceuticals and electrical items) from various countries and sell it using its island wide distributor Network. The top management took a decision to outsource its custom house clearance work, warehousing, logistics and distribution to a third party service provider.

You have been nominated to lead the outsourcing process, selection of the service providers and you will be held responsible for the success of this operation.

Define the term outsourcing and briefly discuss probable obstacles anticipated by you when you try to outsource the areas suggested by the top management , and your strategies to complete the task successfully. (20 Marks)

Question 08

Write short notes on 4 topics

(20 Marks)

- (a) Partnership Sourcing.
- (b) Reverse Auctions.
- (c) Countertrade.
- (d) BATNA.
- (e) Vertical and Horizontal Integration.
- (f) DAP.
- (g) Ex-works.

-----END OF THE QUESTION PAPER-----



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0 02

Year 3 Semester I

SEMESTER END EXAMINATION

Transport Contract and Regulations TRCR0333

- This paper consists of EIGHT questions on Three (03) pages.
- Answer Any Five Questions including Question 01
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.02.29

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) "Where there is a contract for the sale of specific or ascertained goods, the property in them is transferred to the buyer at such time as the parties to the contract intend it to be transferred". Unless, a different intention appears in the contract of sale, what are the rules for ascertaining the intention of the parties as to the time at which, the property in the goods is to pass to the buyer? (10 Marks)
- (b) Explain in detail the legal provisions governing the rejection of goods delivered by a supplier. (10 Marks)

Question 02

- (a) "In the absence of one or more of the essential elements of a contract would render the contract to be declared as invalid". List out these essential elements and explain them briefly. (10 Marks)
- (b) Distinguish the term "Offer" from "Invitation to treat". You are required to quote case law and examples to substantiate your answer (05 Marks)
- (c) What is meant by "Breach of Contract". In a given contract, there is an exemption clause excluding the liability in the event of a breach unless the breach is intentional and/ or avoidable. Explain the applicability of the said exemption clause to exclude the liability in the event of the breach of contract. (05 Marks)



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Question 03

- (a) "Freight is the reward payable to the carrier for the safe carriage and delivery of the cargo and the carrier is entitled to freight even though the goods are damaged when received at the port of destination". Explain the degree of the validity of the above statement with reference to the definition of freight and the rules relating to the payment of freight. (10 Marks)
- (b) List out various types of freight available in practice and explain each one of them briefly. (10 Marks)

Question 04

- (a) Explain as to why an incorporated company is considered to be a legal person. (02 Marks)
- (b) What is meant by the fundamental principle of company law? You are required to substantiate your answer with the support of the relevant case law. (05 Marks)
- (c) Explain by symbolic expressions as to how the following categories of companies are expressed:
- (i) Every listed company (public quoted company)
 - (ii) Every other limited company
 - (iii) Private company (03 Marks)
- (d) Explain the manner in which, a company other than a company limited by guarantee is incorporated in terms of the Companies Act No. 7 of 2007. (10 Marks)

Question 05

- (a) "The duty to provide a seaworthy ship is an absolute duty on the part of the ship owner". Do you agree with this statement? Substantiate your answer in the light of the definition of seaworthiness and the relevant case law governing the principle of seaworthiness. (10 Marks)
- (b) What do you understand by the term "charter party"? List out the 03 major forms of charter parties and explain them briefly. (10 Marks)



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0 02

Question 06

- (a) In Donoghue vs. Stevenson, Lord Atkin stated "while the Bible says, one must love his neighbour, the law does not require you to love your neighbour but the law requires you not to injure or hurt your neighbour". Explain, who in law refers to neighbour with the support of an example. (08 Marks)
- (b) The above case Donoghue vs. Stevenson is considered to be a Landmark case which developed the tort of negligence, explain. You are required to cite the facts of the case and the principle developed therein. (12 Marks)

Question 07

- (a) What is meant by an industrial dispute in terms of Section 48 of the Industrial Disputes Act No. 43 of 1950 as amended? (05 Marks)
- (b) What are the alternative dispute resolution methods recognised by the Industrial Disputes Act? You are required to state the relevant statutory provisions pertaining to such dispute resolution methods. (10 Marks)
- (c) Compare and contrast "commercial arbitration" with "industrial arbitration". You are required to refer to the relevant legislations. (05 Marks)

Question 8

Write short notes on any four (04) of the following:

- (a) General average and salvage.
(b) The two circumstances under which an agency relationship comes to an end.
(c) Four major forms of agency.
(d) Bill of lading.
(e) Cargo insurance certificate.
(f) Classify

(20 Marks)

-----END OF THE QUESTION PAPER-----

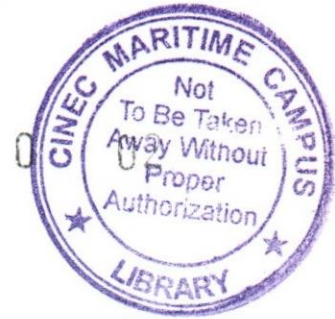


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Year 3 Semester I
SEMESTER END EXAMINATION
Marketing Management MRKT0371



- This paper consists of EIGHT questions on Eight (08) pages.
- Answer Any Five Questions including Question 01
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.02.25

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Select the most appropriate answer out of the four given choices.

Mark your choice in the given space in the answer sheet.

- 1) Identify the Marketing Management definition according to Professor Phillip Kotler;
 - a) A practical application of marketing techniques and the management of a firm's marketing resources and activities.
 - b) Produce and clearly communicates the best strategic thinking to meet the needs and wants of the real-world businesses.
 - c) A societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.
 - d) Providing products for the changing needs and demands of the customer.



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2) Identify a type of industrial product;

- a) Specialty products
- b) Refrigerator
- c) Shopping products
- d) Materials and Parts

3) Product concept emphasizes;

- a) High selling and promotion effort.
- b) Quality and innovative products disrespecting price
- c) Consumer oriented marketing
- d) Mass production and Mass distribution of goods for fewer prices.

4) Identify the Levels of a product;

- a) Core benefit, augmented product, actual product
- b) Cognitive dissonance , satisfaction and dissatisfaction
- c) Building profitable relationships and creating customer delight
- d) Branding, features and labeling

5) A strategy that can be used in message execution in Advertising is;

- a) Giving gifts
- b) Slice of life
- c) Raffle Drawings
- d) Buy one and Get one free and product bundling

6) The three main sources of gathering information for the Marketing Information Systems are ;

- a) Internal data, Marketing intelligence and Marketing research



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0 02

- b) Internal data, Marketing information System and Central Bank Reports
 - c) Company Annual Reports, Marketing intelligence and Marketing research
 - d) External data, Marketing intelligence and Marketing research
- 7) **Marketing Research is referred as;**
- a) A systematic study based on stocking of knowledge, including knowledge of mankind, culture and society, and the use of this stock of knowledge to devise new applications.
 - b) Application of the scientific method, a harnessing of curiosity.
 - c) A way of collecting data to the company annual report and the budget.
 - d) The systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.
- 8) **Opinion leaders who adopt new products early are called as;**
- a) Innovators
 - b) Early adopters
 - c) Early majority
 - d) Laggards
- 9) **Perception can be identified as;**
- a) The way of defining people.
 - b) A better way of understanding consumer's buying power.
 - c) Personal interpretation on a product.
 - d) The process by which people select, organize, and interpret information to form a meaningful picture of the world from three perceptual processes.



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10) An example for a shopping good is ;

- a) Stationary item
- b) Doctor's service
- c) Smart Phone
- d) Land

11) A restaurant's service can be identified as a;

- a) Pure good
- b) Hybrid good and service
- c) Pure- Good with minor service
- d) Service with minor good

12) All the organizations that acquire goods and services used in the production of other products or services that sold, rented or supplied to other are known as;

- a) Consumer Market
- b) Government Market
- c) Business Market
- d) Institutional market

13) With reference to Target Marketing, the factors which are used to evaluate the market segments are;

- a) Segment size and Growth, Segment Structural Attractiveness and competition
- b) Segment size and Growth, company hierarchy and Company Objectives and Resources
- c) Industry Growth, Segment Structural Attractiveness, Company Objectives and Resources



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- 0 02
- d) Segment size and Growth, Segment Structural Attractiveness, Company Objectives and Resources
- 14) An advantage over competitors gained by offering consumers greater value, either through lower prices or by providing more benefits that justify higher prices can be identified as a ;
- a) Customer Orientation
 - b) Market Leader
 - c) Competitive advantage
 - d) Pricing Technique
- 15) Three Basic Positioning Errors would be;
- a) Under positioning ,Over positioning and Controlled positioning
 - b) Under positioning ,High positioning and Confused positioning
 - c) Low positioning ,High positioning and Confused positioning
 - d) Under positioning ,Over positioning and Confused positioning
- 16) Business Buying Situations are involved in;
- a) Straight Re-buy, Modeling Re-buy and New Task
 - b) Straight Re-buy, Modified Re-buy and New Task
 - c) Straight Re-buy, Modified Re-buy and Challenging Task
 - d) Standard Re-buy, Modified Re-buy and New Task
- 17) Main characteristics of a service are;
- a) Intangibility, inseparability, variability and perishability
 - b) Integrity, inseparability, variability and perishability
 - c) Intangibility, invisibility, loyalty and perishability



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d) Intangibility, separability, variability and perishability

18) Value-based pricing is meant as ;

- a) Pricing based on the "Break Even Point values"
- b) Pricing based on the Exchanging Rate values
- c) Adding a specific mark up for the cost of the product
- d) Setting price based on buyers' perception of value rather than on the seller's cost

19) Identify the intensity of distribution for a Convenience Good;

- a) Selective distribution
- b) Exclusive distribution
- c) Intensive distribution
- d) Invisible distribution

20) Short-term incentives to encourage purchase or sale of a product or service is referred as;

- a) Advertising
- b) Sales Promotion
- c) Public Relations
- d) Direct Marketing

(20 Marks)



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Question 02

0 02

- a) Briefly explain the factors that affect to the buyer decision process as buyer's characteristics related to a consumer buyer using examples. (20 Marks)

Question 03

- a) Briefly explain **two variables** which can be used to segment **customer markets**. (10 Marks)
- b) Identify target marketing strategies under micro marketing. (05 Marks)
- c) Selecting better competitive advantages to publish is a main task in "Product positioning". Identify five such criterions, you may use in selecting competitive advantages. (05 Marks)

Question 04

- a) Elaborate the main three classifications of **industrial products and Consumer Products** with examples. (14 Marks)
- b) Describe the levels (core, actual, and augmented) of a Refrigerator or a Mobile phone (06 Marks)

Question 05

- a) Draw and identify the stages of the Product Life Cycle emphasizing sales, profits, major tasks, individuals attached, and etc. (15 Marks)
- b) Briefly explain five Price Adjustment Strategies (05 Marks)



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Question 06

- a) Briefly discuss the range of marketing communication mix elements which can be used for a marketer to communicate with their customers. (10 Marks)
- b) The goal of the personal selling process is to find new customers and sell them something. Explain the Personal Selling Process briefly. (10 Marks)

Question 07

- a) Identify 4P's in Marketing (04 Marks)
- b) Explain the Buying Decision Process of a **Business Buyer** with examples. (16 Marks)

Question 08

- a) Identifying the major alternatives in deciding the **type** and the **number** of marketing intermediaries. (12 Marks)
- b) Briefly describe four methods of setting advertising budget. (08 Marks)

-----END OF THE QUESTION PAPER-----



Year 3 Semester I

SEMESTER END EXAMINATION

Marketing Management MRKT0371

- This is the Answer Sheet for the 20 multiple choice questions of Question 01
- Indicate your answer by ticking (X) to the relevant box
- Only non-programmable calculators are allowed
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2016.02.25

Pass mark: 50%

Time: 03 Hours

(1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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(16)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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(17)

a	b	c	d
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(18)

a	b	c	d
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(19)

a	b	c	d
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(20)

a	b	c	d
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-----END OF SHEET-----



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Year 3 Semester I
SEMESTER END EXAMINATION
International Economics ECON0320

- This paper consists of EIGHT questions on Five (05) pages.
- Answer Any Five Questions Including PART A Question 01
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2016.02.23

Pass mark: 50%

Time: 03 Hours

Part (A)

Question 01: (Compulsory)

Answer Question 1 - 4 using following table. The table shows the hypothetical data on the amount of output a worker can produce per hour in India and Bangladesh.

country	pens	Pencils
India	8	4
Bangladesh	7	2

- Which of following is correct,
 - India has absolute disadvantage in producing pens
 - Bangladesh has absolute advantage in producing pencils
 - India has absolute advantage in producing both products.
 - India has comparative advantage in producing both products.
- Which of followings is correct about relative price of pencil in both nations,
 - It is 2 units of pencils in India.
 - It is 4 units of pen in Bangladesh.
 - Relative price of pencil is lower in India than Bangladesh
 - Relative price of pencil is lower in Bangladesh than India.



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3. Which one of the following statement about free trade between India and Bangladesh is true?
- India will export pencils and Bangladesh will export pens.
 - India will export pens and Bangladesh will export pencils.
 - Bangladesh will export both pens and pencils.
 - India will export pencils but there will be no trade in pens because neither country has comparative advantage in the production of pens.
4. If both nations have 100 labour hours the world output level after specialization,
- 1500 units of pens
 - 600 units of pencils
 - 1100 units of both pencils and pens
 - 1000 units of both pencils and pens.
5. If Sri Lanka has a comparative advantage over India in the production of Tea, it means that
- Sri Lanka can produce more tea than India
 - The price of tea is higher in India than it is in Sri Lanka.
 - The price of tea is higher in Sri Lanka than it is in India
 - The opportunity cost of producing tea in Sri Lanka is lower than in India.
6. In Heckscher-Ohlin model, the two countries differ in
- Tastes.
 - Size.
 - Relative availabilities of factors of production.
 - Labor productivities.
7. In order to protect against foreign exchange risk, firms can use
- The spot market for foreign exchange.
 - Interest rate arbitrage.
 - Purchasing power parity.
 - The forward market for foreign exchange.



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8. The record of a country's short term transactions in goods, with the rest of the world is its
- current account
 - Trade account
 - capital account
 - balance of payment
9. Under a system of floating exchange rates, if the price of Dollar rises from 130 LKR to 145LKR, then,
- the dollar has revaluated against the LKR
 - the dollar has depreciated against the LKR
 - the dollar has been devalued
 - Sri Lankan goods become more cheaper to the foreigners.
10. A favorable position was reported in the trade balance of a particular country after the depreciation of its foreign exchange rate. Which one of the following scenarios would have produced this outcome?

	Price elasticity of foreign demand for exports	Price elasticity of domestic demand for imports
a.	-0.2	-0.8
b.	-0.7	-0.5
c.	-0.5	-0.3
d.	-0.1	-0.6



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PART (B)

Question 02

There are two countries namely US and UK and produce two commodities of product X and Y. US can produce product X in lower opportunity cost than country UK while UK can produce product Y in lower opportunity cost than UK. Consider the Ricardian model and derive the Offer curves for the both nations. (20 Marks)

Question 03

Consider the Heckscher-Ohlin model. Suppose Country A is capital abundant with respect to Country B and both nations produce two products namely X and Y while product X is a capital intensive.

- (a) Define term Factor abundant and factor intensive considering above. (06 Marks)
- (b) illustrate the gain for trade (14 Marks)

Question 04

- (a) "There are economic effects of import tariff" explain with appropriate diagram. (15 Marks)
- (b) "The import supply curve of a product faced by Sri Lanka is parallel to the quantity axis". Do you agree? Explain. (05 Marks)

Question 05

- (a) Different types of economic integration with appropriate examples (10 Marks)
- (b) What are the conditions required to increase welfare of nation after economic union. (05 Marks)
- (c) What are the dynamic benefits of customs union? (05 Marks)



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Question 06

- (a) Briefly explain the sub accounts of current account of Balance of payment with appropriate credit and debit transactions (08 Marks)
- (b) Explain the relationship between National Accounting and Balance of payment. (06 Marks)
- (c) Explain the relationship between price of dollar and Balance of payment (06 Marks)

Question 07

- (a) Explain the term "currency depreciation" and reasons for currency depreciation with appropriate examples (06Marks)
- (b) Distinguish between Nominal exchange rate, Nominal effective exchange rate and Purchasing Power Parity Exchange rate. (09 Marks)
- (c) Who are the participators in foreign exchange market (05 Marks)

Question 08

Write down short note on any four (4) of the following

- (a) Term of trade Equilibrium
- (b) Factor price equalization theory
- (c) Trade creating custom union
- (d) Forward Contracts
- (e) Arbitrage opportunity in forex market (20 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
SEMESTER END EXAMINATION
International Economics- ECON0320

- This is the Answer Sheet for the 20 multiple choice questions of Question 01
- Indicate your answer by ticking (X) to the relevant box
- Only non-programmable calculators are allowed
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2016.02.23

Pass mark: 50%

Time: 03 Hours

(1) a b c d

(9) a b c d

(2) a b c d

(10) a b c d

(3) a b c d

(4) a b c d

(5) a b c d

(6) a b c d

(7) a b c d

(8) a b c d

-----END OF SHEET-----



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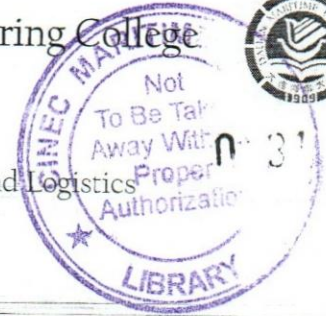
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Year 3 Semester I

REPEAT EXAMINATION

Marketing Management – MRKT0371

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2017.05.22

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) Define the term, "Marketing Management" (05 Marks)
- (b) Explain the below terms briefly
- (i) Competitive Advantage
 - (ii) Product
 - (iii) Needs and Wants
 - (iv) Core benefit (15 Marks)

Question 02

- (a) "Mass marketing is totally different to niche marketing and niche marketing is totally different to individual and local marketing"
- Do you agree with the above statement? Present your answer with appropriate examples. (08 Marks)



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(b) Market segmentation is referred as the process of subdividing the large homogeneous market in to clearly identifiable categories. What are the four main bases that you may use in segmenting the large common Consumer Market.

(12 Marks)

Question 03

(a) Identify and briefly explain three types of industrial products with examples.

(12 Marks)

(c) Core product is about the basic need filled within the customer by the marketer such as communication, hunger, transportation and etc. What do you mean by the actual, and augmented levels of a product? Explain your answer with examples.

(08 Marks)

Question 04

(a) Product life cycle is consisted of five stages as product development, introduction, growth, maturity and declining. Explain individual differences, sales, profit/loss, marketing communication and main activities in each stage of the product life cycle.

(20 Marks)

Question 05

(a) Elaborate the "Demographic" Force in the general environment with latest trends and examples.

(08 Marks)

(b) Briefly explain the below factors that affect to the buyer decision process as buyer's characteristics related to a consumer buyer using examples.

- (i) Internal data
- (ii) Marketing intelligence
- (iii) Marketing research

(12 Marks)



Question 06

(a) "Selecting the pricing objective" is the very first step in pricing products. Explain the below pricing objectives in brief.

- (i) To Maximize Market Skimming
- (ii) To Be the Product Quality Leader (04 Marks)

(b) Explain four price adjustment strategies with relevant examples (16 Marks)

Question 07

(a) What does AIDA stand for? (01 Marks)

(b) Identify and briefly explain the elements of the marketing communication mix (10 Marks)

(c) Advertising can be referred as any paid form of non-personal communication and promotion of ideas, goods, or services by an identified sponsor.

Briefly explain what sales and marketing objectives can be fulfilled with the advertising tool. Provide examples for your answer. (09 Marks)

Question 08

Consumer products are considered as products and services bought by final consumer for personal consumption. Classify Consumer products based on their characteristics and buyer's considerations. (20 Marks)

-----END OF THE QUESTION PAPER-----



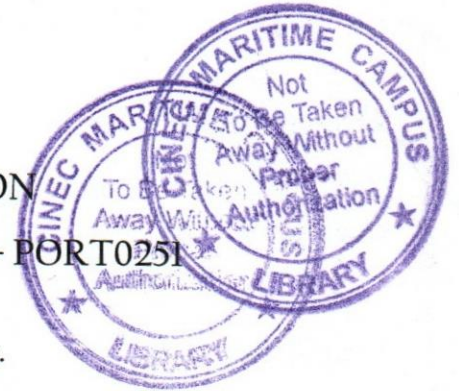
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Year 3 Semester I

SEMESTER END EXAMINATION

Port Loading and Unloading Techniques - PORT0251



- This paper consists of EIGHT questions on TWO (02) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2017.03.24

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

What are the container terminal handling equipments used for different container terminal operations and select best suitable container terminal handling equipments for the Colombo South Harbour - East Container Terminal? (20 Marks)

Question 02

List out different dry bulk cargo that carried by dry bulk ships and explain loading, unloading and storage operation? (20 Marks)

Question 03

What is direct and indirect terminal operations and explain with examples? (20 Marks)

Question 04

What are the loading and unloading techniques that can be applied to faster turnaround general cargo break bulk ships? (20 Marks)

Question 05

Explain cruise passenger terminal facilities and operation? (20 Marks)



Question 06

List out different liquid bulk cargo that carried by liquid bulk ships and explain terminal operation? (20 Marks)

Question 07

“Ro - Ro handling terminals (Automobile) do not have shore based ship to shore cranes” Describe loading and unloading operation of a RO - RO terminal on your own words without damages?

(20 Marks)

Question 08

Describe Fully Automated Container Terminal facilities, operation and planning

(20 Marks)

-----END OF THE QUESTION PAPER-----

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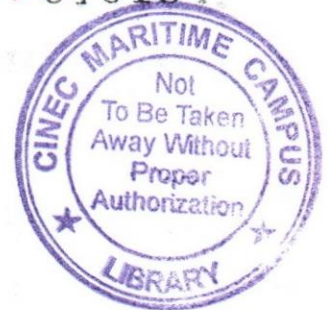


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Year 3 Semester I

SEMESTER END EXAMINATION

Airline Business Management – ABMG0308



- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2017.03.22

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) Itemize the elements of a flight schedule (05 Marks)
- (b) List two broad distribution channels used in the airline industry (05 Marks)
- (c) What are the four types of checks conducted on an aircraft (05 Marks)
- (d) What are the two approaches followed in airline fleet planning (05 Marks)

Question 02

- (a) Briefly explain what is meant by liberalization in airline industry. (10 Marks)
- (b) Air travel demand is stimulated through drivers of travel demand. What are these drivers? Explain how do they stimulated travel demand. You may use appropriate diagrams to elaborate on your answer? (10 Marks)



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Question 03

- (a) There are four steps in the route development and flight scheduling process. Explain in detail what are they and the types of planning/ activities in each phase. (10 Marks)
- (b) There are several factors that an airline consider when purchasing new aircraft to its fleet. What are these factors that affects airline's choice of aircraft type? Explain these with relevant examples. (10 Marks)

Question 04

- (a) What are the unique problems that an airline undergo during schedule development? (10 Marks)
- (b) ABC Airlines, the national flag carrier of Sri Lanka is planning to purchase five new A320 neo aircraft which is considered as a fuel efficient aircraft model of the Airbus family. As a fleet planner in the airline explain the economic evaluation process used when purchasing aircraft; how the airline has arrived on this purchase decision? What are the financial impacts of the new fleet planning exercise? (10 Marks)

Question 05

- (a) The diagram illustrates a sample of B747-200 fleet's 02 day crew pairing showing the duty periods, sit connections and overnight rest periods. Explain how this process works. (10 Marks)



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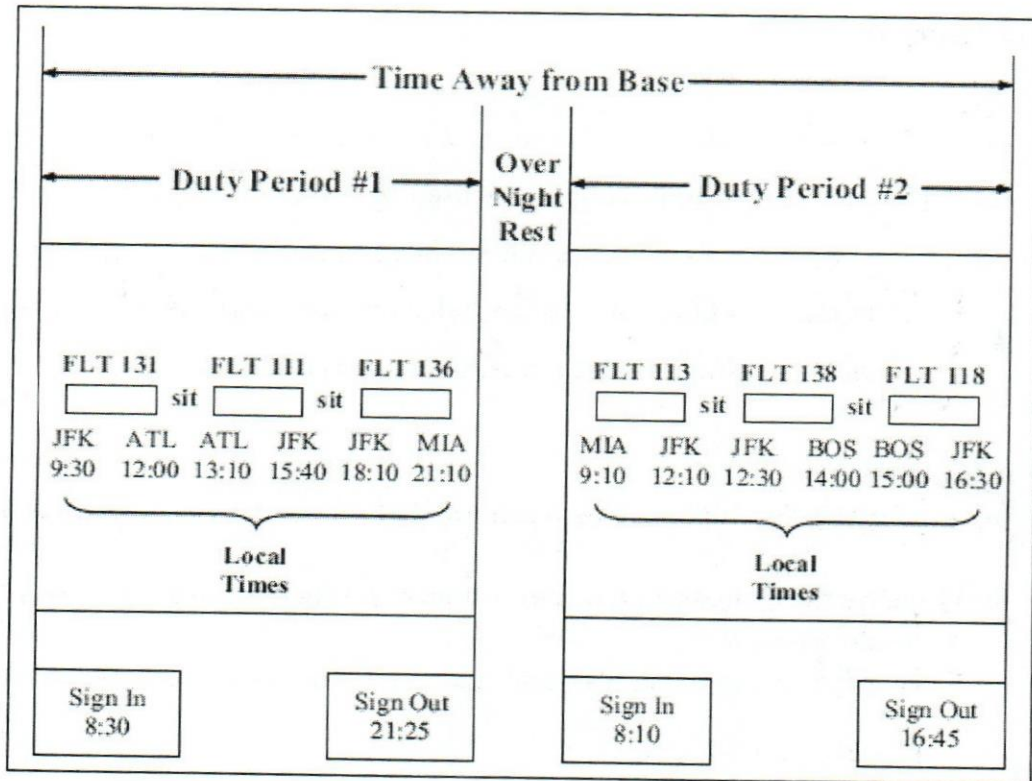
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(b) What is Montreal Convention? Explain its implications in brief. (10 Marks)

Question 06

(a) What are the individual characteristics & performance factors, interpersonal factors and workplace factors that affect human performance? List down three factors from each category and explain how it can impact to degrade the performance in relation to airline industry.

(20 Marks)



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Question 07

- (a) Explain the two fold responsibility of a pricing analyst in an airline (05 Marks)
- (b) Explain two different pricing tactics used by airlines in brief (05 Marks)
- (c) Pricing tactics used by airlines can be categorized into broad categories namely fare actions and adjustments to fare rules and/or restrictions. Explain two pricing tactics falling under each of these broad categories. (10 Marks)

Question 08

- (a) Explain the difference between preventive and corrective maintenance (05 Marks)
- (b) What are the factors taken into consideration when scheduling aircraft maintenance (05 Marks)
- (c) What is maintenance analysis and how do airline do maintenance analysis (10 Marks)

-----END OF THE QUESTION PAPER-----

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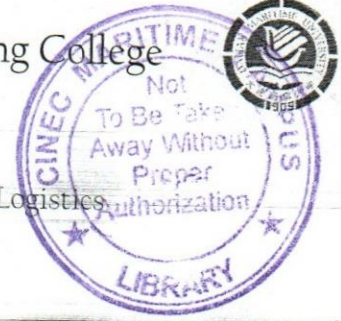
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Year 3 Semester I

REPEAT EXAMINATION

Airline Business Management – ABMG0308

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2017.05.25

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) List two broad distribution channels used in the airline industry. (05 Marks)
- (b) Identify five factors taken into consideration in the process of flight scheduling in an airline. (05 Marks)
- (c) Explain the difference between crew 'pairing' and 'rostering'. (05 Marks)
- (d) What are the four types of checks conducted on an aircraft (05 Marks)

Question 02

- (a) "A new member for Sri Lankan Airlines: the national flag carrier of Sri Lanka is planning to purchase the new A350 aircraft which is considered as fuel efficient aircraft model of the Airbus family"

What are the factors that can affect the Sri Lankan Airlines choice of aircraft types when purchasing a new aircraft? Explain in detail. (10 Marks)



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- (b) Explain each element of the route development and flight scheduling process including the timelines. You may use diagrams where necessary. (10 Marks)

Question 03

- (a) XYZ airlines, the national flag carrier of Sri Lanka is planning to purchase five new A320 neo aircraft which is considered as a fuel-efficient aircraft model of the Airbus family. Assume that you are the fleet planner in the airline and explain in detail:
- The economic evaluation process used when purchasing aircraft
 - How the airline has arrived on this purchase decision?
 - What are the financial impacts of the new fleet planning exercise?
- (10 Marks)
- (b) What are the unique problems that an airline undergoes during schedule development? (10 Marks)

Question 04

- (a) Air travel demand is stimulated through drivers of travel demand. What are these drivers? Explain how do they stimulated travel demand. You may use appropriate diagrams to elaborate on your answer. (10 Marks)
- (b) Explain what is meant by liberalization in the airline industry? (10 Marks)



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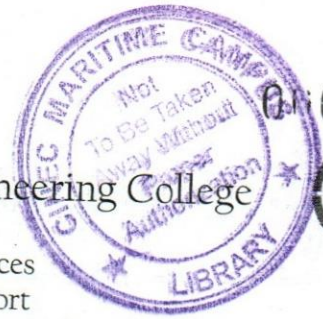
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Question 05

There are many factors that affect human performance. These factors can be grouped into three main broad areas. Explain two factors from each category in detail with reference to real life or hypothetical examples.

(20 Marks)

Question 06

- (a) Explain the two fold responsibility of a pricing analyst in an airline (05 Marks)
- (b) Explain two different pricing tactics used by airlines in brief (05 Marks)
- (c) Pricing tactics used by airlines can be categorized into broad categories namely fare actions and adjustments to fare rules and/or restrictions. Explain two pricing tactics falling under each of these broad categories. (10 Marks)

Question 07

- (a) What are the changes brought into the area of human factors during the period of 1970-1990 and the continuing present trends? (10 Marks)
- (b) The diagram illustrates a sample of B747-200 fleet's 02 day crew pairing showing the duty periods, sit connections and overnight rest periods. Explain how this process works.



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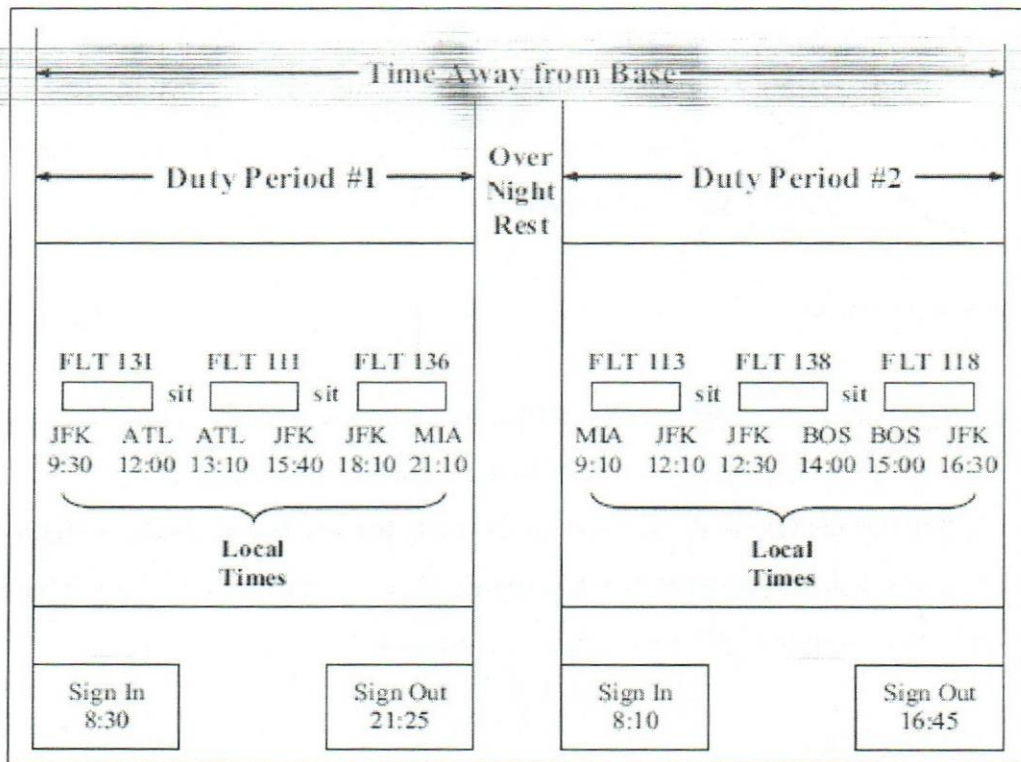


Figure 7.01

(10 Marks)

Question 08

(a) (i) Distinguish between preventive and corrective maintenance (05 Marks)

(ii) What is maintenance analysis?

Explain in detail, how do airlines do maintenance analysis (10 Marks)

(b) What are the two approaches followed in airline fleet planning? Explain in brief

(05 Marks)

-----END OF THE QUESTION PAPER-----



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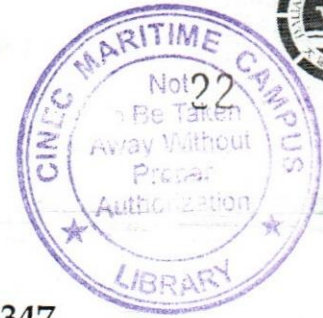
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Year 3 Semester I REPEAT EXAMINATION Procurement Management PMGT0347

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You must ensure that your answers to parts of questions are clearly labeled.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.
- Supporting documents will be provided.

Date: 2017.05.24

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (a) Fill the tables with the respective responsibilities of the seller and buyer using the knowledge of INCO terms 2010. (Refer the attachment 01-table 1.1) (14 Marks)
- (b) Briefly explain the '5 rights' of defining purchasing. (06 Marks)

Question 02

- (a) What are the tools of analysis that are being used for strategic analysis? Explain 3 of them (10 Marks)
- (b) What are the advantages of centralization of the purchasing function. (05 Marks)
- (c) (i) Define what is public procurement? (02 Marks)
(ii) What do you mean by 'Public Accountability'? (03 Marks)

Question 03

- (a) What are the two types of capital equipment? Discuss with an example (03 Marks)
- (b) McFords (Pvt.) Ltd. is a world-renowned manufacturer in Food and Beverage Industry, which produces many product varieties. With the increasing demand



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that have forecasted for the coming year, McFords (Pvt.) Ltd have a suggestion to expand their production line for "Canned fruits". Assuming that you are the Procurement Manager of the company, and evaluate the options of purchasing and leasing of the food processing and canning machines.

Machine related information:

- Each machine has a life time of 4 years
- COC is 10%

Recommend the most suitable option, with the support of a financial analysis Prove your answer with the relevant reasons.

(Hint : Use both the NPV and Discounted Payback Period methods)

Table 3.1 - Initial cost and total cash inflows summary report

Options	Total Initial Cost (£) ('000)	Total Cash Inflows (£) ('000)			
		Year 1	Year 2	Year 3	Year 4
Purchasing - Brand new	-1,000	550	430	350	420
Leasing - Brand New	-900	375	350	390	310
Leasing - Second hand	-750	250	260	270	300

(Note : refer attachment 02)

(17 Marks)

Question 04

- (a) (i) What are the two types of commodities that are traded and procured? Briefly explain them. (03 Marks)
- (ii) Discuss the reasons for commodity price fluctuations. (07 Marks)
- (b) List down the factors affecting the pricing decisions. Explain 03 of the factors in brief (10 marks)

Question 05

- (a) (i) Define what is a 'Negotiation'? (04 Marks)
- (ii) What are the alternatives to negotiation? Briefly explain them (06 Marks)
- (b) Identify and briefly explain the phases of negotiation in a single meeting (10 Marks)



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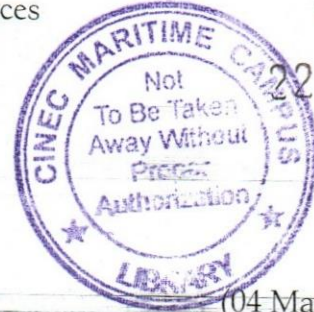
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Question 06

- (a) (i) Define the concept of strategy. (04 Marks)
- (ii) Explain how the purchasing function will appear in any two of the following different types of organizations
- (i) Process Industry
 - (ii) Small single manufacturing firm
 - (iii) Flow production (06 Marks)
- (b) Mr. Miller, the Procurement Manager in a small manufacturing organization, propose the company for moving towards an E-procurement system. Imagine that you are Mr. Miller and write a report to be submitted to COO of the company, elaborating on the **advantages** and **disadvantages** of moving to such a system. (10 Marks)

Question 07

- (a) Explain the various methods of organizing the procurement function in a firm/company (05 Marks)
- (b) Briefly explain the four stage purchasing development model (05 Marks)
- (c) Discuss two (02) external factors of organizations that have led to the changing role of purchasing and supply to the present. (05 Marks)
- (d) Briefly explain five (05) best practices in procurement (05 Marks)

Question 08

- (a) Define what is outsourcing and a core business activity? (05 Marks)
- (b) During the monthly meeting of George J.D Trading Company, it was suggested to outsource several logistics activities to a 3PL company. Assuming that you are the head of the committee meeting prepare a summary speech to be presented, including the **reasons for outsourcing**, the **benefits** of moving to a 3PL, and the **issues** raised by moving towards a 3PL (15 marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
REPEAT EXAMINATION
Procurement Management PMGT0347

Index No.:-

Attachment 01 (Table 1.1)

Note :- Attach this answer sheet to the answer booklet that is provided

Question 01 (Compulsory)

(14 Marks)

(a) Fill the tables with the respective responsibilities of the seller and buyer. (You may use 'S' for the seller and 'B' for the buyer)

INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	RISK								
			Supply Chain								
			Factory	1 st Carrier	Origin Warehouse	Origin Terminal	2 nd Carrier (Ship/ Air)	Destination Terminal	Destination Warehouse	3 rd Carrier	Consignee
CPT											
DDP											
FAS											
DAT											
FOB											
EXW											
FCA											



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Attachment 02 - PV table

Year 3 Semester I
 REPEAT EXAMINATION
 Procurement Management PMGT0347

Periods	Ratio														
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	12%	15%			
1	0.9901	0.9804	0.9709	0.9615	0.9524	0.9434	0.9346	0.9259	0.9174	0.9091	0.8929	0.8696			
2	0.9803	0.9612	0.9426	0.9246	0.9070	0.8900	0.8734	0.8573	0.8417	0.8264	0.7972	0.7561			
3	0.9706	0.9423	0.9151	0.8890	0.8638	0.8396	0.8163	0.7938	0.7722	0.7513	0.7118	0.6575			
4	0.9610	0.9238	0.8885	0.8548	0.8227	0.7921	0.7629	0.7350	0.7084	0.6830	0.6355	0.5718			
5	0.9515	0.9057	0.8626	0.8219	0.7835	0.7473	0.7130	0.6806	0.6499	0.6209	0.5674	0.4972			
6	0.9420	0.8880	0.8375	0.7903	0.7462	0.7050	0.6661	0.6302	0.5963	0.5645	0.5066	0.4323			
7	0.9327	0.8706	0.8131	0.7599	0.7107	0.6651	0.6227	0.5835	0.5470	0.5132	0.4523	0.3759			
8	0.9235	0.8535	0.7894	0.7307	0.6768	0.6274	0.5820	0.5403	0.5019	0.4604	0.4241	0.3269			
9	0.9143	0.8368	0.7664	0.7026	0.6446	0.5919	0.5439	0.5002	0.4604	0.4241	0.3606	0.2843			
10	0.9053	0.8203	0.7441	0.6756	0.6139	0.5584	0.5083	0.4632	0.4224	0.3855	0.3220	0.2472			
11	0.8963	0.8043	0.7224	0.6496	0.5847	0.5268	0.4751	0.4289	0.3875	0.3505	0.2875	0.2149			
12	0.8874	0.7885	0.7014	0.6246	0.5568	0.4970	0.4440	0.3971	0.3555	0.3186	0.2567	0.1869			
13	0.8787	0.7730	0.6810	0.6006	0.5303	0.4688	0.4150	0.3677	0.3262	0.2897	0.2292	0.1625			
14	0.8700	0.7579	0.6611	0.5775	0.5051	0.4423	0.3878	0.3405	0.2992	0.2633	0.2046	0.1413			
15	0.8613	0.7430	0.6419	0.5553	0.4810	0.4173	0.3624	0.3152	0.2745	0.2394	0.1827	0.1129			
16	0.8528	0.7284	0.6232	0.5339	0.4581	0.3936	0.3387	0.2919	0.2519	0.2176	0.1631	0.1069			
17	0.8444	0.7142	0.6050	0.5134	0.4363	0.3714	0.3166	0.2703	0.2311	0.1978	0.1456	0.0929			
18	0.8360	0.7002	0.5874	0.4936	0.4155	0.3503	0.2959	0.2502	0.2120	0.1799	0.1300	0.0808			
19	0.8277	0.6864	0.5703	0.4746	0.3957	0.3305	0.2765	0.2317	0.1945	0.1635	0.1161	0.0703			
20	0.8195	0.6730	0.5537	0.4564	0.3769	0.3118	0.2584	0.2145	0.1784	0.1460	0.1037	0.0611			
25	0.7798	0.6095	0.4776	0.3751	0.2953	0.2330	0.1842	0.1460	0.1160	0.0923	0.0588	0.0304			
30	0.7419	0.5521	0.4120	0.3083	0.2314	0.1741	0.1314	0.0994	0.0754	0.0573	0.0334	0.0151			
35	0.7059	0.5000	0.3554	0.2534	0.1813	0.1301	0.0937	0.0676	0.0490	0.0356	0.0189	0.0075			
40	0.6717	0.4529	0.3066	0.22083	0.1420	0.0972	0.0668	0.0460	0.0318	0.0221	0.0107	0.0037			



Year 3 Semester I

REPEAT EXAMINATION

Transport Contract and Regulations – TRCR0333

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2017.05.23

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

- (a) "When a person's conduct falls short of the standards of care, the law demands from him and his conduct becomes negligent. In other words; negligence is, doing or omitting to do something, a reasonable man would not do or would not omit to do in a given situation when the conduct of a skilled professional is in question, naturally the standard of an ordinary reasonable man would be unsuited to judge his competence.....".

Analyse the given statement with the support of Prof. Priyani Soyza vs. Rienzi Arsakularatna. You are also required to set out the facts of the case and the principles enunciated therein. (10 Marks)

- (b) "We owe a duty of care to any person, we may hurt or injure by any wrongful act of ours or by omitting to act in circumstances where we have a duty to act". Examine this statement in the light of the decision in Donoghue vs. Stevenson. You are also required to state the facts of the case and the principles enunciated in the case. (10 Marks)



Question 02

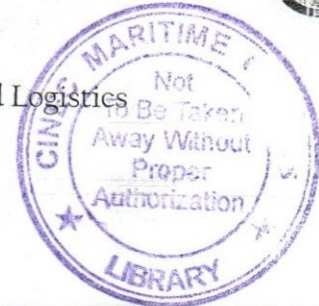
- (a) What are the essential elements of a valid contract? Explain them briefly. (10 Marks)
- (b) Distinguish the term "condition" from the term "warranty". You are required to quote a practical example to substantiate your answer. (05 Marks)
- (c) Distinguish the term "Offer" from "Invitation to treat". You are required to quote at least one case and examples to substantiate your answer (05 Marks)

Question 03

- (a) "Freight is the reward payable to the carrier for the safe carriage and delivery of the cargo and the carrier is entitled to freight even though the goods are damaged when received at the port of destination". Do you agree with this statement? Substantiate your answer with reference to the definition of freight and rules relating to the payment of freight and any cases where applicable. (10 Marks)
- (b) List out various types of freight available in practice and explain each one of them briefly. (10 Marks)

Question 04

- (a) Define the term "Industrial Dispute" in terms of the Industrial Disputes Act No. 43 of 1950 as amended? (05 Marks)
- (b) List out the alternative dispute resolution methods recognised by the Industrial Disputes Act No.43 of 1950 as amended, alternative to litigation with the relevant statutory provisions. (10 Marks)
- (c) Compare and contrast "commercial arbitration" with "industrial arbitration". (05 Marks)



Question 05

- (a) What is meant by the term "contract of sale" in terms of the Sale of Goods Ordinance No. 11 of 1896? (05 Marks)
- (b) How can an agreement to sell be converted into a sale? (05 Marks)
- (c) What are the rights and duties of the buyers and sellers recognised by the Sale of Goods Ordinance No. 11 of 1896? (10 Marks)

Question 06

- (a) Briefly explain the term "Unpaid seller" (05 Marks)
- (c) What are the legal rights available to an unpaid seller as against the goods? (15 Marks)

Question 07

- (a) What are the major forms of an agency relationship? (04 Marks)
- (b) Briefly explain each of the major forms of agency (08 Marks)
- (c) Explain the two major methods by which, an agency relationship is terminated. (08 Marks)

Question 08

Write short notes on any **four (04)** of the following. (5*4 Marks)

- (a) Bill of lading.
(b) Charterparties.
(c) Seaworthiness.
(d) General average and salvage
(e) Cargo insurance certificate
(f) Breach of contract and remedies for breach of contract
(g) Limited liability pertaining to an incorporated company

-----END OF THE QUESTION PAPER-----



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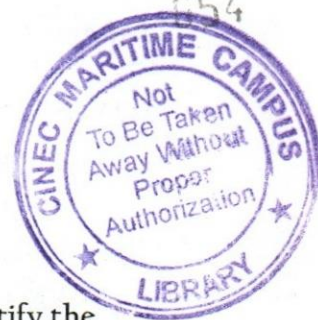
Course CODE: COM550



Year 3 Semester I

SEMESTER END EXAMINATION

Procurement Management - PMGT0347



- This paper consists of EIGHT questions on Four (04) pages.
- Answer Any FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly
- Required documents are attached to the question paper.

Date: 2017.03.20

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

(a) "The INCO terms or International Commercial Terms are a series of pre-defined commercial terms published by the International Chamber of Commerce (ICC) related to the International Commercial Law. They are widely used in international commercial transactions or procurement processes. This comprises of a series of three-letter trade terms related to common contractual sales practices. The INCO terms are intended primarily for clear definition of the tasks, costs, and risks associated with the transportation and delivery of goods.

The first work published by the ICC was issued in 1923, with the first edition known as INCO terms published in 1936. the INCO terms rules were amended in 1953, 1967, 1976, 1980, 1990, and 2000, with the eighth version, INCO terms 2010 that have been published on the 1st January 2011"

Fill the tables with the respective responsibilities of the seller and buyer using the knowledge of INCO terms 2010. (Refer the attachment 01)

(10 Marks)

- (b) Define the term 'Purchasing' and briefly explain the '5 rights' of defining purchasing. (05 Marks)
- (c) List down three broader objectives and two specific objectives of purchasing with a brief explanation of each. (05 Marks)



Question 02

- (a) Define the concept of strategy. (02 Marks)
- (b) List down the various methods of organizing the procurement function in an organization? (02 Marks)
- (c) Explain how the purchasing function will appear in any two of the following different types of organizations
- (i) Process Industry
 - (ii) Distributive and retail industry
 - (iii) Extractive industries (3*2 Marks)
- (d) Discuss in detail the factors affecting pricing decisions (10 Marks)

Question 03

- (a) Discuss the two types of capital equipment with examples. (03 Marks)
- (b) State the contributors to capital equipment decisions? (02 Marks)
- (c) St. Locus (Pvt) Ltd. is a world-renowned manufacturer in health sector, which produces gloves. With the increasing demand that have forecasted for the coming year, St. Locus (Pvt) Ltd. have suggested to expand their production. The Procurement Manager is evaluating the options of purchasing and leasing of the machines. Each machine has a life time of 4 years and the below cash inflows. Given the COC is 9%, which is the most suitable option to be recommended. Support your answer with the relevant reasons.
(Hint : Use both the NPV and Discounted Payback Period methods)

Table 3.01

Options	Total Initial Cost (£) ('000)	Total Cash Inflows (£) ('000)			
		Year 1	Year 2	Year 3	Year 4
Purchasing - Brand new	1,000	530	400	350	420
Leasing - Brand New	640	300	320	350	270
Leasing - Second hand	550	280	330	250	200

(Note : refer the attachment 02)

(15 Marks)



Question 04

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- (a) Define Public Procurement (02 Marks)
- (b) What is meant by 'Public Accountability'? (03 Marks)
- (c) State the objectives of NPA Sri Lanka (05 Marks)
- (d) Distinguish between hard and soft commodities with relevant examples (03 Marks)
- (e) Explain in detail the reasons for commodity price fluctuations (07 Marks)

Question 05

- (a) Name the tools of analysis that are being used for strategic analysis? Explain 3 of them (08 Marks)
- (b) (i) List down the common elements of a project? (03 Marks)
(ii) Distinguish between public sector project procurement and private sector project procurement (05 Marks)
- (c) Briefly explain the attributes of a good supplier (04 Marks)

Question 06

- (a) Discuss in detail the barriers to a successful e-auction (08 Marks)
- (b) (i) Briefly explain the alternatives to negotiations? (04 Marks)
(ii) Identify and briefly explain the phases of negotiation in a single meeting (08 Marks)



Question 07

- (a) Discuss two external factors of organizations that have led to the changing role of purchasing and supply to the present. (05 Marks)
- (b) Briefly explain the four stage purchasing development model (05 Marks)
- (c) Briefly explain the best practices in procurement (05 Marks)
- (d) Explain the various methods of organizing the procurement function in a firm/company (05 Marks)

Question 08

- (a) Define what is outsourcing? (02 Marks)
- (b) Explain in detail why an organization uses the concept of outsourcing? (07 Marks)
- (c) List down the special features of a service and explain two of them in brief (06 Marks)
- (d) List down 10 key contractual elements in an SLA (05 Marks)

-----END OF THE QUESTION PAPER-----



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Year 3 Semester I
 SEMESTER END EXAMINATION
 Procurement Management PMGT0347

Attachment 01

Note : - Attach this answer sheet to the answer booklet that is provided

Question 01 (Compulsory)

(a) Fill the tables with the respective responsibilities of the seller and buyer. (You may use 'S' for the seller and 'B' for the buyer)

		RISK									
INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	Supply Chain							Consignee	
			Factory	1 st Carrier	Origin Warehouse	Origin Terminal	2 nd Carrier (Ship/ Air)	Destination Terminal	Destination Warehouse		3 rd Carrier
CPT											
DDP											
FAS											
FCA											
FOB											



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		COST												
INCO term	Name of the Term	Used Mode of Transportation (All/ Maritime transport only)	Supply Chain								Consignee			
			Factory	1 st Carrier	Warehouse	Origin Terminal	2 nd Carrier (Ship/ Air)	Destination Terminal	Warehouse	3 rd Carrier				
EXW														
CIF														
CFR														
DAP														
DAT														

(10 Marks)



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Attachment 02

PV table

Periods	Rate														
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	12%	15%			
1	0.9901	0.9804	0.9709	0.9615	0.9524	0.9434	0.9346	0.9259	0.9174	0.9091	0.8929	0.8696			
2	0.9803	0.9612	0.9426	0.9246	0.9070	0.8900	0.8734	0.8573	0.8417	0.8264	0.7972	0.7561			
3	0.9706	0.9423	0.9151	0.8890	0.8638	0.8396	0.8163	0.7938	0.7722	0.7513	0.7118	0.6575			
4	0.9610	0.9238	0.8885	0.8548	0.8227	0.7921	0.7629	0.7350	0.7084	0.6830	0.6355	0.5718			
5	0.9515	0.9057	0.8626	0.8219	0.7835	0.7473	0.7130	0.6806	0.6499	0.6209	0.5674	0.4972			
6	0.9420	0.8880	0.8375	0.7903	0.7462	0.7050	0.6663	0.6302	0.5963	0.5645	0.5066	0.4323			
7	0.9327	0.8706	0.8131	0.7599	0.7107	0.6651	0.6227	0.5835	0.5470	0.5132	0.4523	0.3759			
8	0.9235	0.8535	0.7894	0.7307	0.6768	0.6274	0.5820	0.5403	0.5019	0.4665	0.4039	0.3269			
9	0.9143	0.8368	0.7664	0.7026	0.6446	0.5919	0.5439	0.5002	0.4604	0.4241	0.3606	0.2843			
10	0.9053	0.8203	0.7441	0.6756	0.6139	0.5594	0.5083	0.4632	0.4224	0.3855	0.3220	0.2472			
11	0.8963	0.8043	0.7224	0.6496	0.5847	0.5268	0.4751	0.4289	0.3875	0.3505	0.2875	0.2149			
12	0.8874	0.7885	0.7014	0.6246	0.5568	0.4970	0.4440	0.3971	0.3555	0.3186	0.2567	0.1869			
13	0.8787	0.7730	0.6810	0.6006	0.5303	0.4688	0.4150	0.3677	0.3262	0.2897	0.2292	0.1625			
14	0.8700	0.7579	0.6611	0.5775	0.5051	0.4423	0.3878	0.3405	0.2992	0.2633	0.2046	0.1413			
15	0.8613	0.7430	0.6419	0.5553	0.4810	0.4173	0.3624	0.3152	0.2745	0.2394	0.1827	0.1229			
16	0.8528	0.7284	0.6232	0.5339	0.4581	0.3936	0.3387	0.2919	0.2519	0.2176	0.1631	0.1069			
17	0.8444	0.7142	0.6050	0.5134	0.4363	0.3714	0.3166	0.2703	0.2311	0.1978	0.1456	0.0929			
18	0.8360	0.7002	0.5874	0.4936	0.4155	0.3503	0.2959	0.2502	0.2120	0.1799	0.1300	0.0808			
19	0.8277	0.6864	0.5703	0.4746	0.3957	0.3305	0.2765	0.2317	0.1945	0.1635	0.1161	0.0703			
20	0.8195	0.6730	0.5537	0.4564	0.3769	0.3118	0.2584	0.2145	0.1784	0.1486	0.1037	0.0611			
25	0.7798	0.6095	0.4776	0.3751	0.2953	0.2330	0.1842	0.1460	0.1160	0.0923	0.0588	0.0304			
30	0.7419	0.5521	0.4120	0.3083	0.2314	0.1741	0.1314	0.0994	0.0754	0.0573	0.0334	0.0151			
35	0.7059	0.5000	0.3554	0.2534	0.1813	0.1301	0.0937	0.0676	0.0490	0.0356	0.0189	0.0075			
40	0.6717	0.4529	0.3066	0.2083	0.1420	0.0972	0.0668	0.0460	0.0318	0.0221	0.0107	0.0037			



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070

Year 3 Semester I

SEMESTER END EXAMINATION

Transport Contract and Regulations – TRCR0333



- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly

Date: 2017.03.17

Pass mark: 50%

Time: 03 Hours

Question 01 (Compulsory)

- (a) "We owe a duty of care to any person, we may hurt or injure by any wrongful act of ours or by omitting to act in circumstances where we have a duty to act". Examine this statement in the light of the decision in Donoghue vs. Stevenson. You are also required to state the facts of the case and the principles enunciated in the case. (10 Marks)
- (b) "When a person's conduct falls short of the standards of care, the law demands from him and his conduct becomes negligent. In other words; negligence is, doing or omitting to do something, a reasonable man would not do or would not omit to do in a given situation when the conduct of a skilled professional is in question, naturally the standard of an ordinary reasonable man would be unsuited to judge his competence.....".

Analyse the given statement with the support of Prof. Priyani Soyza vs. Rienzi Arsakularatna. You are also required to set out the facts of the case and the principles enunciated therein. (10 Marks)



Question 02

- (a) The absence of certain vital elements would invalidate a contract. What are these essential elements of a valid contract and explain them briefly. (12 Marks)
- (b) Distinguish the term "conditions" from the term "warranties". You are required to quote a practical example to illustrate the distinction between the two terms. (08 Marks)

Question 03

- (a) What is meant by the term "unpaid seller"? (05 Marks)
- (b) What are the legal rights available to an unpaid seller as against the goods? (15 Marks)

Question 04

- (a) List out various types of freight available and explain three (03) of them briefly (10 Marks)
- (b) Freight is the "reward payable to the carrier for the safe carriage and delivery of the goods". Examine the validity of this statement in the light of the judicial interpretation made in Dakin vs. Oxley and Asfar vs. Blundell. (10 Marks)

Question 05

- (a) "An incorporated company is a corporate entity separate and distinct from shareholders and directors". Analyse this statement in the light of the decision in Solomon vs. Solomon Company Ltd. (08 Marks)
- (b) An incorporated company can be distinguished from other business units such as; partnerships and sole proprietorship in terms of their characteristic features. Compare and contrast these different characteristics. (12 Marks)



Question 06

- (a) Industrial arbitration as a dispute resolution method, completely different to that of commercial arbitration. Examine the characteristic features that make them different to each other.

(08 Marks)

- (b) There are six (06) specific dispute resolution methods recognised by the Industrial Disputes Act No. 43 of 1950 as amended, what are these specific dispute resolution methods? You are required make reference to the respective statutory provisions in setting out these dispute resolution methods.

(12 Marks)

Question 07

- (a) List out the four major methods pertaining to formation of agency and explain them briefly.

(12 Marks)

- (b) Explain the two major methods by which, an agency relationship is terminated.

(08 Marks)

Question 08

Write any four (04) of the following.

(5*4 Marks)

- (a) Bill of lading.
- (b) Charterparties.
- (c) Breach of contract and the remedies available.
- (d) Seaworthiness.
- (e) Distinguish "offer" from "invitation to treat"
- (f) The grounds upon which the goods delivered by a supplier can be rejected.
- (g) Multimodal and unimodal transport.

-----END OF THE QUESTION PAPER-----



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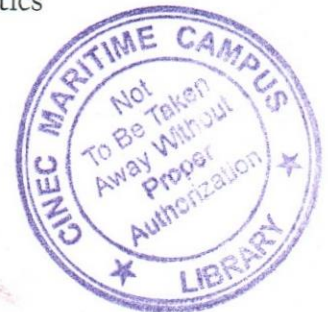
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Library



Year 3 Semester I
SEMESTER END EXAMINATION
Marketing Management – MRKT0371

- This paper consists of EIGHT questions on TEN (10) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly
- Use MCQ answer sheet to answer Question 01.

Date: 2017.03.15

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

Select the most appropriate answer out of the four choices given. Mark your choice in the given space in the answer booklet.

- (1) The key objective of marketing management is;
- A. Corporate Social Responsibility
 - B. Sustainable living
 - C. Meeting needs profitably
 - D. Providing Welfare facilities to the man kind



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(2) Identify the Levels of a product;

- A. Cognitive dissonance, satisfaction and dissatisfaction
- B. Basic product, actual product and shopping product
- C. Core benefit, augmented product and actual product
- D. Raw materials, manufactured materials and finished goods

(3) Marketing Research is referred as;

- A. The systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.
- B. A systematic study based on stocking of knowledge, including knowledge of mankind, culture and society, and the use of this stock of knowledge to devise new applications.
- C. Application of the scientific method, a harnessing of curiosity.
- D. A way of collecting data to the company annual report and the budget.

(4) Those who purchase products when the product is out of fashion or on sale are called as;

- A. Innovators
- B. Laggards
- C. Early majority
- D. Late majority



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- (5) All the organizations that acquire goods and services used in the production of other products or services that sold, rented or supplied to other are known as;
- A. Business Market
 - B. Consumer Market
 - C. Government Market
 - D. Institutional market
- (6) An example for a shopping good is;
- A. T-shirt
 - B. Vegetables
 - C. Encyclopedia
 - D. House
- (7) Social Factors that affect to consumer buying behavior are considered as;
- A. Age, family life-cycle stage, Occupation and Life style
 - B. Groups, Family Members, Roles and Status
 - C. Buyer's culture, Buyer's subculture and Buyer's social class
 - D. Economic situation, Personality and self-concept
- (8) A category of industrial products is;
- A. Specialty products
 - B. Supplies and services
 - C. Vehicles
 - D. Shopping products



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- (9) A hotel's service can be identified as a;
- A. Pure good
 - B. Hybrid good and service
 - C. Pure service
 - D. Service with minor good
- (10) Segment size and Growth, Segment Structural Attractiveness, Company Objectives and Resources are considered as
- A. Criteria for market segmentation
 - B. Criteria in selecting competitive advantages in Positioning
 - C. The factors which are used to evaluate the market segments in targeting
 - D. Target marketing strategies
- (11) Competitive advantage can be defined as;
- A. Being Customer Orientated instead of large scale manufacturing
 - B. Holding the market leader position by offering goods for a least price
 - C. Being competitive in the market by defeating competitors in any method that is favorable to the sales revenue of the company
 - D. An advantage over competitors gained by offering consumers greater value, either through lower prices or by providing more benefits that justify higher prices



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- (12) Business Buying Situations are involved in;
- A. Straight Re-buy, Modeling Re-buy and New Task
 - B. Straight Re-buy, Modified Re-buy and New Task
 - C. Straight Re-buy, Modified Re-buy and Modeling Re-buy
 - D. Standard Re-buy, Modified Re-buy and Sudden buying
- (13) Goods are special as a product due to;
- A. Intangibility, inseparability, variability and perishability characteristics
 - B. The involvement of 7Ps
 - C. Both a and b above
 - D. The involvement of the 4Cs
- (14) Setting price based on buyers' perception of value rather than on the seller's cost is called;
- A. Value-based pricing
 - B. Pricing based on the "Break Even Point values"
 - C. Pricing based on the Exchanging Rate values
 - D. Price adjustment strategy such as referring various customer groups
- (15) "Wants" can be referred as;
- A. Ways of satisfying a need
 - B. Basic human requirements
 - C. Want for a specific product backed by the ability to pay
 - D. A customer's requirement for a particular product as a raw material



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- (16) AIDA is an acronym that stands for;
- A. Attention, Interest, Desire and Action in Advertising
 - B. Interest, Desire, Attention and Action in Advertising
 - C. Action, Interest and Desire in Advertising
 - D. Attention, Interest, Action and Desire in Advertising
- (17) Identify the intensity of distribution for a Specialty Good;
- A. Selective distribution
 - B. Intensive distribution
 - C. Invisible distribution
 - D. Exclusive distribution
- (18) Special marketing programmes which are designed in order to boost the sale of a product or service is referred as;
- A. Persuasive advertising
 - B. Sales Promotion
 - C. Public Relations
 - D. Direct Marketing
- (19) An example for the product concept (under marketing orientations) is;
- A. Consumer goods
 - B. Insurance coverages
 - C. Rolex watches
 - D. Mobile phone



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- (20) Slice of life, adding music and testimonials are the strategies of
- A. Selecting media type in advertising
 - B. Sales promotion campaigns
 - C. Pre-approach in Personal selling
 - D. Message execution in Advertising

(1*20 Marks)

Question 02

- (a) There are four main bases that we use in segmenting the large common Consumer Market. Briefly explain those with examples for each category.

(12 Marks)

- (b) Briefly explain below Micro Marketing Strategies with relevant examples.

- (i) Mass marketing
- (ii) Segment Marketing
- (iii) Niche marketing
- (iv) Individual Marketing

(08 Marks)

Question 03

- (a) "A product can be anything"

Do you agree with the above statement? Explain your view with relevant examples.

(05 Marks)

- (b) Products purchased for further processing or for use in conducting a business are called industrial products. Identify and briefly explain three types of industrial products with examples.

(06 Marks)



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- (c) Core, actual, and augmented levels of a product is important in product designing.
Explain the levels of a product using an example. (09 Marks)

Question 04

- (a) Individual differences in adaptation for a product can be identified according to the product life cycle stages. Explain five main individual groups of customers in each stage with their characteristics. (05 Marks)
- (b) Briefly explain the below factors that affect to the buyer decision process as buyer's characteristics related to a consumer buyer using examples.

- (i) Learning
- (ii) Occupation
- (iii) Age and life style
- (iv) Roles and status
- (v) Culture

(15 Marks)

Question 05

In managing the Marketing Information System, Data collection plays a vital role.

- (a) Elaborate the main three sources of developing needed data for MIS in an organization with relevant examples. (09 Marks)
- (b) Identify the difference between "primary" and "secondary" data sources in conducting research. (04 Marks)
- (c) "The macro environment describes the larger societal forces that affect all actors in the company's microenvironment".

Describe the below Major forces in the company's Macro environment.



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- (i) Economic Forces
 - (ii) Technological Forces
- (07 Marks)

Question 06

- (a) "Selecting the pricing objective" is the very first step in pricing products. Explain the below pricing objectives in brief.
- (i) To Be the Product Quality Leader
 - (ii) To Maximize Market Skimming
- (04 Marks)
- (b) Explain four price adjustment strategies with relevant examples
- (16 Marks)

Question 07

- (a) "Marketing mix is different to marketing communication mix"
- Do you agree with the above statement? Elaborate your answer briefly.
- (03 Marks)
- (b) Advertising can be referred as any paid form of non-personal communication and promotion of ideas, goods, or services by an identified sponsor.
- Briefly explain what sales and marketing objectives can be fulfilled with the advertising tool. Provide examples for your answer.
- (09 Marks)
- (c) Explain four methods of developing advertising budget
- (08 Marks)



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Question 08

A product mix is comprised of all product lines offered by an organization. Select an organization (real world) of your choice and explain product width, length, depth and consistency in their product mix. (20 Marks)

-----END OF THE QUESTION PAPER-----



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Faculty of Management & Social Sciences

Department of Logistics & Transport

BSc in International Transportation Management and Logistics

Course CODE: COM550



Year 3 Semester I
SEMESTER END EXAMINATION
Marketing Management – MRKT0371
MCQ Answer Sheet

- Cross (x) the relevant box according to your answer

Date: 2017.03.15

Pass mark: 50%

Time: 03 Hours

Question 01

1. A B C D

2. A B C D

3. A B C D

4. A B C D

5. A B C D

6. A B C D

7. A B C D

8. A B C D

9. A B C D

10. A B C D

11. A B C D

12. A B C D

13. A B C D

14. A B C D

15. A B C D

16. A B C D

17. A B C D

18. A B C D

19. A B C D

20. A B C D



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Year 3 Semester I
SEMESTER END EXAMINATION
International Economics - ECON0320



- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly
- MCQ answer sheet is attached to the question paper.

Date: 2017.03.13

Pass mark: 50%

Time: 03 Hours

Question 01: (Compulsory)

- (1) According to the theory of comparative advantage, a country will export a good only if,
- A. It can produce it using less labor than other countries.
 - B. Its productivity is higher in producing the good than the productivity of other good.
 - C. Its wage rate in producing the good is lower than in other countries.
 - D. Its cost of producing the good, relative to other goods, is at least as low as in other countries.

You are given following information and answer questions 2- 5

country	X (Units/ per worker)	Y (Units/ per worker)
A	12	18
B	12	6



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- (2) Which of following is correct,
- A. Country A has absolute advantage in producing both commodities
 - B. Country B has comparative advantage in producing Y
 - C. Country A has absolute disadvantage in producing Y
 - D. Country A has comparative advantage in producing both products.
- (3) Which of followings is correct about relative price of X in both nations,
- A. It is 1.5 units of X in country A
 - B. It is 12 units of Y in Country B
 - C. It is lower in B than A
 - D. It is 0.5 units of Y in country A
- (4) Which one of the following statement about free trade between A and B is true?
- A. A should have specialized X and export X
 - B. B should import X
 - C. A should export Y while import X
 - D. A should produce both commodities.
- (5) Which one of following is correct about exchange rate between two nations,
- A. For export of Y must receive more 0.5 Y less than 0.67X
 - B. For export of X must receive more than 0.5 Y less than 2Y
 - C. For one X to 2.5 Y is possible.
 - D. None of above.
- (6) In Heckscher-Ohlin model, the two countries differ in
- A. Tastes.
 - B. Size.
 - C. Relative availabilities of factors of production.
 - D. Labor productivities.



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- (7) Not an assumption of Heckscher-Ohlin model,
- A. Both nations use the same technology
 - B. X is labour intensive in nation 1 and capital intensive in nation 2
 - C. Both commodities produced under constant returns to scale
 - D. Taste are equal in both nations.
- (8) The record of a country's short term transactions in goods, with the rest of the world is its
- A. current account
 - B. Trade account
 - C. capital account
 - D. balance of payment
- (9) When declining the real exchange rate,
- A. Balance of payment will be favorable
 - B. Imports will be attractiveness/ strengthen
 - C. Exports will be attractiveness/ strengthen
 - D. Speculative activities will be increase
- (10) The J-curve effect refers to the observation that
- A. GDP usually decreases before it increases after currency depreciation.
 - B. GDP usually decreases before it increases after a currency appreciation.
 - C. trade balance usually gets worse before it improves after a currency appreciation.
 - D. The trade balance usually gets worse before it improves after currency depreciation.

(2*10 Marks)

Question 02

There are two nations namely Nation 1 and Nation 2. Both nations are facing to increasing opportunity cost and produce two commodities of product X and Y. Nation 1 can produce product X in lower opportunity cost than the nation 2 while nation 2 can produce product Y in lower opportunity cost than nation 1. Consider the Ricardian model and derive the Offer curves for the both nations.

(20 Marks)



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Question 03

- (a) Define the Factor abundant and factor intensity using appropriate examples. (10 Marks)
- (b) Explain the theory of factor price equalization theory (10 Marks)

Question 04

- (a) "The welfare of the economy has decreased as result of tariff" explain with appropriate diagrams and figures (15 Marks)
- (b) What are the non-tariff trade restrictions on international trade? (05 Marks)

Question 05

You are given following information about domestic demand and supply of product X in nation 1,

$$QD = -50 + 50P$$

$$QS = 370 - 20P$$

There are two nations (nation 2 and nation 3) are willing to create custom union with nation 1. Equilibrium price of product X in nation 2 is 2 rupees while 2.5 rupee in nation 3.

- (a) Assume that nation 1 create a custom union with nation 2. Explain the economic effects. (18 Marks)
- (b) Is it what type of custom union? (02 Marks)



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Question 06

- (a) Briefly explain the sub accounts of current account of Balance of payment with appropriate credit and debit transactions (08 Marks)
- (b) Explain the relationship between National Accounting and Balance of payment. (06 Marks)
- (c) Explain the relationship between inflation and Balance of payment (06 Marks)

Question 07

Suppose that currency exchange rate of currency pairs are as follow,

$$1 \text{ USD} = 0.95 \text{ Euro}$$

$$1 \text{ Euro} = 159.67 \text{ LKR}$$

$$1 \text{ USD} = 151.34 \text{ LKR}$$

- (a) Is there arbitrage opportunity? Find out (05 Marks)
- (b) If you sell 100000 USD for Euro first, illustrate the triangular arbitrage process (15 Marks)

Question 08

Write down short note on any four (4) of the following

- (a) Currency depreciation
- (b) Nominal Effective Exchange Rate
- (c) Term of Trade Equilibrium
- (d) Conditions more like to increase welfare of customs Union
- (e) Optimum Tariff (5*4 Marks)

-----END OF THE QUESTION PAPER-----