

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination, December 2021

Program: BBA AVM
Subject/Course: Cargo Handling
Course Code: TRAV 2002

Semester: III
Max. Marks: 100
Duration: 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

Q.No1	Answer all the questions	Marks	COs
I)	Explain the meaning of “Consolidation”.	2	CO1
II)	What is “Road Feeder Services (RFS)”?	2	CO1
III)	Define Cargo Density.	2	CO1
IV)	List some of the prominent types of ULD’s with examples.	2	CO1
V)	List Medium and Large Sized Freighters (two each) currently in service.	2	CO1
VI)	In their activities, handling agents represent the airline to the _____ as well as the _____. A) Freight Forwarders; Customs officials B) Freight Forwarders; Shipper/Consignees C) Sales agent; Shipper/Consignees D) Customs officials; Banks	2	CO1
VII)	List the factors that can be, controlled through cargo automation.	2	CO1
VIII)	Discuss the benefits of IATA e-freight program.	2	CO1
IX)	List at least four Transportation and Commercial documents that are, supported by Cargo –XML for e-freight.	2	CO1
X)	List four manuals that IATA issues annually for the handling of special cargo.	2	CO1
Q.No2	Section B Answer any 4 questions. Each question carry equal marks.		
I)	Focus on the airline industry: why is the upper portion of the kinked demand curve elastic and the lower portion inelastic?	5	CO2

II	<table border="1"> <tr> <td>Date/ Type</td> <td>note item</td> <td>min. weight</td> <td>local currency</td> </tr> <tr> <td>SANTIAGO</td> <td></td> <td>CL</td> <td>SCL</td> </tr> <tr> <td>US DOLLAR</td> <td>USD</td> <td></td> <td>KGS</td> </tr> <tr> <td>LIMA</td> <td>PE</td> <td>M</td> <td>85.00</td> </tr> <tr> <td></td> <td></td> <td>N</td> <td>3.36</td> </tr> <tr> <td></td> <td></td> <td>100</td> <td>1.98</td> </tr> <tr> <td></td> <td></td> <td>300</td> <td>1.78</td> </tr> <tr> <td></td> <td></td> <td>500</td> <td>0.75</td> </tr> </table>	Date/ Type	note item	min. weight	local currency	SANTIAGO		CL	SCL	US DOLLAR	USD		KGS	LIMA	PE	M	85.00			N	3.36			100	1.98			300	1.78			500	0.75	5	CO2
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III)	Illustrate the complexities of RFS (Road Feeder Services) with examples from European market.	5	CO2																																
IV)	The hot phrase is “modal shift” which, is costing air trade over 10 million tons over 10 years. Many traditional airfreight products, even perishables, are switching to ocean. What in your opinion can the industry do to reverse this trend and how could airports contribute?	5	CO2																																
Q.No3	Section C - Attempt all the questions																																		
I)	Analyze the evolution of airfreight technology (cool chain sector) with emphasis on perishables and pharmaceuticals products.	10	CO3																																
II)	Business Case: Kenya In Kenya, 90,000 jobs (and 500,000 livelihoods) depend on the cut flower industry, which supports 1.6% of the national economy, generating around \$1 billion in foreign exchange each year. (Source: Kenya Flower Council, 2012)	10	CO3																																

	<p>Horticulture has been Kenya’s fastest growing sector and is ranked third after tourism and tea as a foreign exchange earner. Over 90% of fresh horticultural products are air freighted. An estimated 70% of the flowers are grown at the rim of Lake Naivasha, northwest of Nairobi. There are good road network connections between the Lake Naivasha growing area and Nairobi’s Jomo Kenyatta International Airport, a distance of about 80-100 kilometers. Flowers picked in the morning reach markets in Amsterdam by evening.</p> <p>Analyze the impact of air cargo services on economic development.</p>		
III)	<p>Attempt only one question (either ‘A’ or ‘B’).</p> <p>A) What is the difference between seasonal and cyclical variations? Give an example of how airlines respond to seasonal variations.</p> <p style="text-align: center;">OR</p> <p>B) Suppose there are only two airlines that serve a certain route. Now suppose that one of the airlines institutes a sale on the route. What will be the effect on the other airline and what actions will the other airline take.</p>	10	CO3
Q.No.4	Section D - Attempt all the questions		
I)	Analyze how internet of things have affected freight forwarding segment of the air cargo business.	15	CO4
II)	<p>Attempt only one question (either ‘A’ or ‘B’)</p> <p>A) Analyze the process of cargo handling (both export and import) through a flowchart.</p> <p style="text-align: center;">OR</p> <p>E-Commerce has revolutionized the way we do logistics. With online businesses and consumers requesting fast deliveries, operating models had to evolve to speed up transportation. Air cargo is naturally suited for this logistic challenge: IATA estimates that e-commerce represented 15% of air cargo volumes in 2019. This number is continuously growing, and the trend has accelerated during the COVID-19 pandemic.</p> <p>B) Analyze the challenges for air cargo to capture the growth of e-Commerce.</p>	15	CO4

ANSWERS

