



MURANGA UNIVERSITY COLLEGE

(A constituent College of Jomo Kenyatta University of Agriculture & Technology)

MAIN CAMPUS

SUPPLEMENTARY/SPECIAL UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT**

COURSE CODE: HPS 2214

COURSE TITLE: TRANSPORT ECONOMICS

DATE: 6TH AUGUST 2015

TIME: 9.00-11.00AM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer THREE (3) questions

MRUC observes ZERO tolerance to examination irregularities

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE

- a) Discuss the various causes of road congestion in cities (10 Marks)
- b) Discuss the factors which influence the demand for passenger transport. (10 marks)
- c) Transportation investment is of two types. Discuss with respect to the various modes of transport citing relevant examples in each case. (10 marks).

QUESTION 2

- a) Discuss the various types of pricing strategies for a transport organization. (8 marks)
Transport plays a major role in economic development of a country. Discuss how transportation contributes to the economic development of a country of your choice (12 marks)

QUESTION 3

- a) Discuss the various types of transport costs associated with the mobility of passengers and freight (10 marks)
- b) Service providers have found that the four traditional Ps of the marketing mix namely, product, price, promotion, and place, are not adequate for services due to the distinct characteristics of services. Service providers have therefore added another three Ps to the traditional marketing mix. Write short notes on the three Ps. (10 marks)

QUESTION 4

- a) Discuss the various modes of transportation (10 marks)
- b) Describe the major functions of transport (10 marks)