

AS-821

M.B.A. Semester-IV Examination
TRANSPORTATION MANAGEMENT
Paper—MBA/4403/OM

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **all** questions.

(2) Figures to the right indicate marks.

(3) Use of scientific calculator is permitted.

SECTION—A

1. (a) Explain in detail 'Transportation Management.' Enlist the challenges of Transportation in brief. 14

OR

- (b) Nowadays, "Due to growth of urbanization there occur problems of transportation." Justify your answer with suitable example. 14

SECTION—B

2. (a) What do you mean by 'Transportation system'? 7
- (b) Your city municipal corporation wants to alter the existing transportation system for uplifting of the garbage. State Government is also ready to allocate funds for the Municipal Corporation. As a transportation professional what advisory plan do you suggest for the implied projects to be undertaken in your city ? 7

OR

- (c) What do you mean by 'Trip Generation'? 7
- (d) Mahalaxmi Transporters operates at National level with speciality of transporting perishable items such as fruits, milk, flowers etc. from various destinations in central India. Mahalaxmi Transporters has a practice of making annual plan of their trips. You are required to guide them in annual plan. How would you proceed ? 7
3. (a) Explain in detail the various modes of Transportation. 7
- (b) 'Twinkle Star' Corporation, a manufacturer and distributor of kids garments is operating in Northern part of India. Its success in Northern region tempted M/s Twinkle Star to

expand its operation throughout the country. After knowing the facts related to available modes of transport, M/s Twinkle Star is planning for Multimodal Transport in its distribution. You are required to guide the firm in mode selection. How would you proceed ? 7

OR

- (c) What do you mean by 'Load Planning' with respect to transportation management ? 7
- (d) 'Penske Pvt. Ltd.' an International level company has been working from 10 years in the Asian countries such as India, Sri Lanka, Bangladesh, Nepal etc. but last year it suffered from loss. As being transportation expert, how will you suggest solution in terms of transportation planning for trip distribution ? 7

SECTION—C

4. (a) Explain in detail the 'Sequential Travel Demand forecasting Model.' 7
- (b) Explain growth factor Model of Transportation. 7

OR

- (c) Explain in detail Gravity Model of Transportation. 7
- (d) Brief about future developments in Transportation. 7

SECTION—D

5. In this age of rapid industrialization, one of the biggest problems being faced by the population is the issue of clean Air. Among the various sources contributing to air pollution, the automobile industry and rigorous competition in terms of demand and supply of products has emerged as the largest source of urban air pollution in the developing countries. Because of their versatility, flexibility and low initial cost, Motorized road vehicles overwhelmingly dominate the markets for passenger and freight transport throughout the world.

In developing countries, economic growth has triggered a boom in the number and use of motor vehicles. Although much more can and should be done to encourage a balanced mix of transport modes including non-motorized transport in small scale applications and rail in high-volume corridors-motorized road vehicles will retain their overwhelming dominance of the transport sector for the foreseeable future.

Owing to their rapidly increasing numbers and limited use of emission control technologies, Motor vehicles are emerging as the largest source of air pollution, particularly in megacities. Air pollution levels in megacities such as Bangkok, Cairo, Delhi and Mexico City exceed those in any city in the industrialized countries and contribute to the public health problem. Although the vehicular pollution in Indian Metropolitan cities is much less compared to that in developed countries, yet ill - maintained vehicles, outdated engine designs, defective road networks, erratic driving patterns and congestion due to mixed and slow moving traffic are all adding to air pollution problem. The unprecedented rise in the vehicular pollution and resulting problems are challenging tasks.

Without timely and effective measures to mitigate the adverse impacts of motor vehicle use, the living environment in the cities will continue to deteriorate and become increasingly unbearable. Realizing the gravity of the problem various Government Agencies in India have taken/initiated various steps to check vehicular pollution and manage growth of motorized transport for maximum benefit with minimum adverse impact on environment and society.

Questions :

- (1) How will you assess the impacts of various vehicular pollution prevention and control measures, on emissions in the capital city of Delhi ? 7
- (2) What are the various control options you will consider from emission norms perspectives ? 4
- (3) You being a Transportation Manager, what technical measures will you consider for emissions improvements ? 3

