

ADMISSION NUMBER											

School of Business
Bachelor of Business Administration
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem VI - D1UG603T - Vehicle Transport Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Analyze the impact of the aviation sector on the economic growth of a country. Consider factors such as job creation, tourism, and global connectivity. K4 (4)
- 2) Evaluate the efficiency of a transportation system by considering the roles of different divisions. K5 (5)
- 3) Formulate a plan to optimize terminal services, incorporating consolidation, dispersion, and other factors K5 (5)
- 4) Create inventive strategies to address challenges in the Indian transport system, fostering efficiency, sustainability, and improved connectivity. Explore innovative approaches to enhance infrastructure, reduce congestion, and ensure a more resilient and effective transportation network. K3 (6)
- 5) Evaluate and juxtapose diverse transportation modes, considering their respective benefits and drawbacks. Examine how these modes impact efficiency, sustainability, and accessibility, providing insights into the complex dynamics influencing transportation choices and their implications on society and the environment. K4 (8)

6) Transportation is a fundamental component of any thriving society, acting as the lifeline that connects people, goods, and services. In the Indian context, transportation has played a pivotal role in shaping the country's socio-economic landscape. The development of transport in India has witnessed a transformation from traditional methods to modern, multi-modal systems. The importance of transportation is underscored by its role in fostering economic growth, facilitating trade, and ensuring social integration. However, the Indian transport system faces various challenges, including infrastructure limitations, congestion, and environmental concerns. The impact of transportation is profound, influencing urbanization, industrialization, and the overall quality of life for citizens. Examine the operational characteristics of the Indian transport system. K5 (10)

a) How do factors such as geography, population density, and economic activities influence the functioning of transportation in the country? (5Marks).

b) Discuss the diversity of transport modes and their respective roles. (5Marks)

7) MegaCityX is deliberating the introduction of a Bus Rapid Transit System (BRTS) to alleviate its mounting traffic concerns. K6 (12)

a) Evaluate the multifaceted advantages and challenges associated with implementing a BRTS in MegaCityX. Consider factors such as initial costs, infrastructure requirements, public acceptance, and potential impact on traffic congestion and air quality. (6 Marks)

b) Develop a comprehensive, step-by-step implementation plan tailored to MegaCityX's specific challenges and requirements. Address route planning, infrastructure development, stakeholder engagement, public communication strategies, and considerations for seamless integration with existing transport systems. Emphasize sustainability, accessibility, and long-term effectiveness. (6 Marks)