

FEDERAL UNIVERSITY OF TECHNOLOGY, OWERRI
DEPARTMENT OF TRANSPORT MANAGEMENT TECHNOLOGY
2012/2013 HARMATTAN SEMESTER EXAMINATIONS
TRP 503: STRATEGIC TRANSPORT MANAGEMENT.
DATE: 9TH MARCH, 2013 TIME: 9AM – 12 NOON
INSTRUCTION: ANSWER ANY FOUR QUESTIONS.

QUESTION ONE

- a. Transport business objective is a yardstick for measuring performance. Discuss. (8.5marks)
- b. Explain the following concepts of corporate strategy with some examples
 - i. Strategic vision
 - ii. Business mission
 - iii. Policies

(9 marks)

QUESTION TWO

- a. In business, be it transport organization or any other firm a number of definitions of strategy are given. For instance, it is argued that strategy is a means to an end. In an attempt to provide understanding of strategy, discuss Henry Mintzberg definition of strategy. (9 marks)
- b. In transport business for example strategies are formulated at different levels of an organization. Discuss. (8.5 marks)

QUESTION THREE

A scholar at Harvard Business School Professor Michael Porter an authority in competitive strategy contends that a firm is most concerned with the intensity of competition within its industry, the level of this intensity is determined by basic competitive forces. Discuss these competitive forces. (17.5 marks)

QUESTION FOUR

Mention at least five strategic alternatives available to an organization and state why an organization might select a particular strategy, what the organization would expect to gain. Give an example of each one from your experience. (17.5 marks)

QUESTION FIVE

Associated bus company public limited is renowned as an innovative firm within Road Transport Industry in Nigeria, and its success has depended substantially on sustainable transport service. In recent years Associated Bus Company public limited has followed a strategy of diversification, arguably in related product area. How does the company achieve this and what are the implication for the firm?

QUESTION SIX

According to Porter's model of Industrial Analysis, is Peace Mass Transit transport service an alternative to Arik Airline services? Explain fully. (17.5 marks)



FIVE