



ICM

SEPTEMBER 2015

INTERNATIONAL TRADE & TRANSPORT

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. Define the essential elements needed in an effective marketing plan. [20]
 - 2. Identify and explain FOUR functions which happen in a commercial company. [20]
 - 3. a) Explain why it is important in a contract which involves incoterms that the seller packs the goods in a proper manner. [12]
b) List EIGHT examples of packing methods. [8]
 - 4. Explain the following terms:
 - a) IMDG
 - b) ADR
 - c) RID
 - d) IATA [5 each]
 - 5. Describe the following types of sea transport commonly used in international trade:
 - a) Ro/Ro
 - b) Unitised
 - c) Crude carrier
 - d) Ore carrier
 - e) PCTC [4 each]
 - 6. Evaluate the reasons why total distribution costs vary between air and surface freight. [20]
 - 7. a) Compare the functions of a bill of lading to a waybill. [8]
b) Discuss THREE examples of a bill of lading. [12]
 - 8. a) With insurance, explain the difference between a floating policy and a permanently open policy. [10]
b) Give an explanation of the term **general average**. [10]