UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2022/2023

COURSE NAME	:	RAILWAY MANAGEMENT
COURSE CODE	:	BNT 40203
PROGRAMME CODE	:	BNT
EXAMINATION DATE	:	JULY / AUGUST 2023
DURATION	:	3 HOURS
INSTRUCTION	1.	ANSWER **ALL** QUESTIONS.
	2.	THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSED BOOK.**
	3.	STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK.

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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Q1 (a) In comparison to other modes of transportation, the rail transportation system is considered as being economical. The ridership of rail transportation services has been one of the biggest obstacles, despite encouraging support. The use of rail transport quickly decreased as private transport industries grew in the second half of the 20th century. In many metropolitan areas of developing countries, there is growing trend of dependence on private forms of transportation, particularly automobiles (e.g., Grab Car).

Explain your analysis on agreement and disagreement of the above statement.

(10 marks)

(b) Easy access to public transport, including railway services, is essential for sustainable urban mobility, as it provides affordable, efficient, and reliable transportation options that can reduce congestion and carbon emissions, and enhance accessibility to employment, education, and services for all citizens, regardless of their income, age, or mobility level (ESCAP, 2019).

Write your own opinion regarding the location, personal accessibility, and environmental impact of public transport system in Malaysia especially in the context of railway public transport.

(15 marks)

Q2 (a) Analyzing the environment in which you operate is one of the steps to linking strategy to the market. There are several analysis tools (e.g., SWOT analysis, PESTLE analysis, and Porter's 5 Forces) that can help you assess your chosen market and the world in which you do business.

Differentiate between SWOT analysis and PESTLE analysis.

(10 marks)

(b) Rapid Rail Sdn Bhd is the operator of the rapid transit (metro) system serving Kuala Lumpur and the Klang Valley area in Malaysia. A subsidiary of Prasarana Malaysia Berhad, it is the sole operator of five rapid transit lines which collectively form the Rapid KL rapid transit system. The system currently consists of three light rapid transit (LRT) lines, two mass rapid transit (MRT) line and a monorail line.

By using Porter's 5 Forces (P5F), elaborate each of **FIVE (5)** forces and ways to deal with that.

(15 marks)

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Q3   For all railway activities, it is critical and essential to understand the structure of railway costs. Accurate cost information will serve as a robust foundation for the construction of a new railway line.

     (a)   Describe **FIVE (5)** factors that influenced the construction cost of the new railway line.

           (10 marks)

     (b)   Explain briefly **THREE (3)** objectives of infrastructure pricing in railway project and operation.

           (15 marks)

Q4   (a)   An instrument in risk management and project management is a risk register. It is utilized to find potential risks in a project or an organization. As a risk manager of the new railway project, you were asked to register the potential risk.

         Explain the importance to register the project risk with appropriate example of risk assessment template using the railway risk matrix.

           (10 marks)

     (b)   Risk management is the process of identifying, assessing, and controlling threats to an organization's capital and earnings. Risk assessment is an important thing that is necessary in risk management.

         Perform a risk assessment by incorporating the terms/definition of likelihood and severity (risk matrix) and how likelihood and severity rating should suitably determine.

           (15 marks)

-END OF QUESTION-

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