



International Cargo Agents Training Programme

Air Cargo Advanced - Rating and Marketing

QUESTION BOOKLET

Conditions

Number of Questions	100
Time Allowed (hours)	3
Total Obtainable Marks	100
Student Passing Grade	60
Student Distinction Grade	90

C-002 | Jun 2017

EXAMINATION SESSION RULES

GENERAL GUIDELINES

- ↗ You will work with the exam QUESTION BOOKLET and a separate ANSWER SHEET.
- ↗ Check that your QUESTION BOOKLET is complete. The number of questions is indicated on the front page.
- ↗ Complete the ANSWER SHEET with your personal information. Your Client ID can be found on your examination invitation letter.
- ↗ Once the exam is passed successfully, your name will appear on the course certificate as it is written on the Examination Attendance List. Notify the Supervisor if your name is spelled incorrectly on the Attendance List.
- ↗ Normal **examination conditions** apply:
 - No talking is permitted once the examination papers have been distributed.
 - No food and/or drink are allowed in the examination room.
 - Anyone suspected of cheating will have their examination papers canceled.
 - No examination paper may be taken out of the examination room.
 - No photocopy or scan of the examination may be made.
 - Once completed, the QUESTION BOOKLET and the ANSWER SHEET must be handed to the Supervisor.
- ↗ **The time allowed for completing this examination paper is indicated on the cover page.** You will be advised 30 minutes and again 15 minutes before the end of the examination. You may leave the room before, if you have returned your paper to the Supervisor.

MATERIALS ALLOWED

- ↗ Only your IATA TACT Training Edition book is allowed in the examination room.
- ↗ A nonprogrammable pocket calculator and a language dictionary are permitted.
- ↗ **No other external or supplementary references are allowed.** Note books, loose paper notes, diaries and agendas are **not permitted**.

HOW TO WORK WITH THIS QUESTION BOOKLET

- ↗ **Read each question carefully.**
- ↗ All questions carry equal marks. **All answers must be marked on the ANSWER SHEET and not in the QUESTION BOOKLET.** Failure to mark answers on the answer sheet will result in a FAIL grade.

HOW TO WORK WITH THE ANSWER SHEET

- ↗ Find the ANSWER SHEET now.
- ↗ Mark only **one response per question**. No points will be given for a question with more than one marked response.
- ↗ Blacken the appropriate circle for each answer option you choose. You must use a lead pencil. If you must change a multiple choice answer, blacken the new circle with your pencil and completely erase the incorrect answer.
- ↗ When an exam question presents less than five answer options, ignore any extra blank choices on the ANSWER SHEET. For example, if the question offers only A and B as answer options, fill in A or B on the ANSWER SHEET and ignore C, D and E.

AT THE END OF YOUR EXAMINATION

You must return the ANSWER SHEET and QUESTION BOOKLET to your exam supervisor.



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1. What is the 3-letter code for Phoenix International Airport?
 - A. HLP
 - B. PHX
 - C. PHL
 - D. PTY

 2. The Commonwealth of Independent States includes which of the following?
 - A. Uzbekistan
 - B. Pakistan
 - C. China
 - D. Bhutan

 3. What is "ER" decoded?
 - A. Espirito Santo
 - B. Entre Rios
 - C. Maine
 - D. Utah

 4. The Airline prefix 384 refers to _____.
 - A. Emirates
 - B. Kuwait Airways
 - C. Kam Air
 - D. Korean Airlines

 5. West Indies is located in which IATA area?
 - A. 1
 - B. 2
 - C. 3
 - D. 1 and 2

 6. What does the airline prefix 077 refer to?
 - A. Air Italy
 - B. Etihad Airways
 - C. EgyptAir
 - D. Air Canada

 7. Using TACT Training Edition, what is the state/province KY decoded?
 - A. Alberta
 - B. Kansas
 - C. Kentucky
 - D. Quebec

 8. What is the 3-letter code for London Luton International Airport?
 - A. LCY
 - B. PHL
 - C. LTN
 - D. LAS

 9. What is the 2-letter country code for United States Minor Outlying Islands?
 - A. US
 - B. UZ
 - C. UM
 - D. YE

10. How should a smaller fraction (0.1 to 0.4 cm) be rounded?
- A. Down to the next lower whole centimetre
 - B. Down to the next lower half centimetre
 - C. Up to the next higher whole centimetre
 - D. Rounding off is not required
11. What should $40\frac{3}{4}$ inches be rounded to?
- A. 40 inch
 - B. $40\frac{1}{2}$ inch
 - C. 41 inch
 - D. $40\frac{1}{4}$ inch
12. For volume weight calculation, the dimensions of $38.9 \times 50.1 \times 46.4$ cm are rounded off to _____.
- A. $39 \times 50 \times 45$ cm
 - B. $39 \times 50 \times 46$ cm
 - C. $39 \times 51 \times 46$ cm
 - D. $39.5 \times 50.5 \times 49.5$ cm
13. An actual gross weight of 15.4 lbs is rounded off to _____.
- A. 10.0 lbs
 - B. 15.0 lbs
 - C. 15.5 lbs
 - D. 16.0 lbs
14. Half or larger fraction of an inch must be rounded _____.
- A. up to the next higher whole inch
 - B. down to the next lower whole inch
 - C. Rounding off is not required
 - D. None of the above
15. A piece of general cargo weighs 99.8 kg and has the following dimensions: $80.2 \times 55.4 \times 60.5$ cm. What is its chargeable weight?
- A. 45 kg
 - B. 99 kg
 - C. 99.5 kg
 - D. 100 kg
16. A shipment of 10 wooden crates with dimensions of each crate: $35.4 \times 50.1 \times 40.4$ cm and 5 drums, each with a diameter of 59.9 cm and height of 49.6 cm. The total gross weight of the shipment is 217.0 kg.
- What is its chargeable weight?
- A. 270.0 kg
 - B. 267.0 kg
 - C. 217.0 kg
 - D. 300.0 kg

Use the following information to answer the question:

Commodity: Printers

Number of pieces: 4 boxes

Gross weight: 41.6 kg

Dimensions per piece: $40 \times 49.8 \times 45$ cm

Payment: All charges prepaid

17. What is the volume weight for this shipment?
- A. 42.0 kg
 - B. 45.0 kg
 - C. 60.0 kg
 - D. 50.0 kg

18. Referring to the TACT Rating Book, what is the charge for a shipment of slippers weighing 13 kg and having dimensions of 50 × 40 × 40 cm from Frankfurt, Germany (FRA) to Billund, Denmark (BLL) on LH?
- A. EUR 53.55
 - B. EUR 63.00
 - C. EUR 54.00
 - D. EUR 56.80

Use the following information to answer the question:

Commodity: Cane Chair

Number of pieces: 4 cartons

Gross weight: 40.0 kg

Dimensions per piece: 40.1 × 50 × 50.4 cm

Payment: All charges prepaid

19. What is the chargeable weight of the shipment?
- A. 70.0 kg
 - B. 67.0 kg
 - C. 66.5 kg
 - D. 66.0 kg
20. Where can the minimum charges, which are NOT shown in the rate pages, be found?
- A. TACT Rates Worldwide edition
 - B. TACT Rates North America edition
 - C. TACT Rules edition
 - D. Cargo Rates Bulletins

Use the following information to answer the question:

Commodity: Scanners

Number of pieces: 5 boxes

Gross weight: 37.0 kg

Dimensions per piece: 40.2 × 49.6 × 45.4 cm

Payment: All charges prepaid

21. What is the volume weight for this shipment?
- A. 37.0 kg
 - B. 45.0 kg
 - C. 75.0 kg
 - D. 40.0 kg
22. Referring to the TACT Rating Book, what is the charge for a 20 kg shipment of calculators in a box with dimensions of 50 × 45 × 50 cm, from Geneva, Switzerland (GVA) to Bangkok, Thailand (BKK) on QF?
- A. CHF 250.00
 - B. CHF 260.00
 - C. CHF 378.00
 - D. CHF 380.00
23. Consider a general cargo shipment from Honolulu, USA (HNL) to Abu Dhabi, UAE (AUH), weighing 481.0 kg. Which rates will become applicable?
- A. Q 500 kg
 - B. Q 100 kg
 - C. Q 300 kg
 - D. N-GCR

24. Assume the following:
Routing: Jakarta, Indonesia (JKT) to Hanoi, Vietnam (HAN)
Commodity: Fish food
Number of pieces: 7 boxes
Total gross weight: 50 kg
Dimensions per piece: 25 × 25 × 30 cm
Payment: All charges prepaid
Carrier: Malaysia Airlines (MH)

What is the weight charge for the shipment?

- A. USD 225.00
- B. USD 82.50
- C. USD 85.00
- D. USD 83.00

25. Assume the following:
Routing: Port Sudan, Sudan (PZU) to Chicago, USA (CHI)
Commodity: Motor parts
Number of pieces: 10 wooden boxes
Total gross weight: 411 kg
Dimensions per piece: 24¾ × 25 × 35¼ inch
Payment: All charges prepaid

What is the weight charge for the shipment?

- A. USD 4215.90
- B. USD 3620.00
- C. USD 5202.60
- D. USD 4006.60

26. Assume the following:
Routing: Singapore (SIN) to Auckland, New Zealand (AKL)
Commodity: Hats
Number of pieces: 20 boxes
Total gross weight: 89 kg
Dimension per piece: 48.7 × 28.6 × 40 cm
Payment: All charges prepaid

What is the weight charge for the shipment?

- A. SGD 1992.25
- B. SGD 1741.51
- C. SGD 2821.66
- D. SGD 1750.00

27. In the TACT Rules books, what does the term “Accessories” mean?
- A. Objects, which are essential for the main article
 - B. Objects, which are not essential for the main article
 - C. Material parts of the main article
 - D. None of the above

28. A shipment of drilling tools weighing 145 kg is to be sent from Singapore (SIN) to Amsterdam (AMS). The shipment consists of 15 cartons, each with dimensions of 30 × 40 × 40 cm.

What is the applicable rate per kg for this shipment?

- A. SGD 21.90
- B. SGD 16.43
- C. SGD 14.96
- D. SGD 13.32

29. Master Item Numbering 6000-6999 refers to the specific commodities of _____.
- A. textiles; fibres and manufactures
 - B. non-metallic minerals and manufactures
 - C. chemicals and related products
 - D. metals and manufactures, excluding machinery

Use the following information to answer the question:

Routing: Amsterdam, Netherlands (AMS) to Monrovia, Liberia (MLW)

Commodity: Gold bars

No of pieces: 1 steel box

Gross weight: 2.6 kg

Dimensions: 20 x 25 x 25 cm

Payment: All charges prepaid

Minimum Charge: EUR 68.07

N-GCR: EUR 10.70

30. What is the minimum charge for the shipment?
- A. EUR 68.07
 - B. EUR 136.14
 - C. EUR 140.00
 - D. EUR 150.00
31. A shipment of live rabbits with weight of 180 kg is to be shipped from Auckland, New Zealand (AKL) to Kuwait (KWI). What surcharge is applicable?
- A. 200% of applicable GCR
 - B. Normal GCR
 - C. 175% of Normal GCR
 - D. 175% of applicable GCR
32. What does rate class code "E" mean?
- A. ULD additional rate
 - B. Airport to Door
 - C. Class rate reduction
 - D. Weight increase
33. Consider a shipment of 4 coops of Baby Poultry (less than 72 hours) from Milan, Italy (MIL) to Abadan, Iran (ABD). The gross weight of the shipment is 80.7 kg. The dimensions of the poultry coops are 40 × 25 × 10 inch.
- What is the weight charge?
- A. EUR 256.23
 - B. EUR 416.10
 - C. EUR 425.00
 - D. EUR 597.00
34. A shipment of live Flamingoes weighing 120 kg is to be shipped from Lisbon, Portugal (LIS) to Amman, Jordan (AMM). Which surcharge is applicable?
- A. 200% of Normal GCR
 - B. 150% of Normal GCR
 - C. 175% of Normal GCR
 - D. 175% of applicable GCR



Use the following information to answer questions 35 to 36:

Routing: Kuwait (KWI) to Luanda, Angola (LAD)

Commodity: Currency Notes

No of pieces: 1 steel box

Gross weight: 3.5 kg

Dimensions: 25 x 30 x 20 cm

Payment: All charges prepaid

Minimum Charge: KWD 14.000

N-GCR: KWD 2.880

date/ type	note	item	min. wght	local curr.
KUWAIT				
KUWAITI DINAR		KWD	KW	KWI
				KGS
LUANDA				
AO		M	14.000	
		N	2.880	
		45	2.160	

35. What is the chargeable weight of the shipment?
- A. 3.0 lbs
 - B. 2.5 kg
 - C. 3.5 kg
 - D. 4.5 kg
36. What is the applicable rate per kg for the shipment?
- A. KWD 2.880
 - B. KWD 4.334
 - C. KWD 5.760
 - D. KWD 6.000
37. A shipment of live rabbits weighing 65 kg is to be shipped from New York, USA (NYC) to Paris, France (PAR). What will be the applicable class rate?
- A. 200% of Normal GCR
 - B. Normal GCR
 - C. 175% of Normal GCR
 - D. 150% of Normal GCR

Use the following information to answer the question:

Routing: Hong Kong, SAR, China (HKG) to Manila, Philippines (MNL)

Commodity: Gold Jewellery

No of pieces: 1 steel box

Gross weight: 3.0 kg

Dimensions: 25 x 25 x 25 cm

Payment: All charges prepaid

Minimum Charge: HKD 146.00

N-GCR: HKD 9.72

date/ type	note	item	min. wght	local curr.
HONG KONG				
HONG KONG \$		HKD	HK	HKG
				KGS
MANILA				
PH		M	146.00	
		N	9.72	
		45	7.29	

38. What is the applicable rate per kg for the shipment?
- A. HKD 7.29
 - B. HKD 9.72
 - C. HKD 14.58
 - D. HKD 19.44
39. Consider a shipment of 5 coops of Baby Poultry (less than 72 hours) from Dublin, Ireland (DUB) to Dubai, UAE (DXB). The gross weight of the shipment is 100.5 kg. The dimensions of the poultry coops are 39.7 × 25 × 10.2 inch.
- What is the weight charge?
- A. EUR 1250.00
 - B. EUR 1200.12
 - C. EUR 964.48
 - D. EUR 1500.00

Use the following information to answer questions 40 to 42:

A shipment of 10 boxes of cutlery sets with a total weight of 250 kg is ready for dispatch from Lahore, Pakistan (LHE) to Friedrichshafen, Germany (FDH). Dimensions of each box: 40 × 30 × 50 cm. All charges prepaid.

40. What is the volume weight?
- A. 100.0 kg
 - B. 300.0 kg
 - C. 250.0 kg
 - D. 500.0 kg
41. What is the applicable rate per kg?
- A. PKR 199
 - B. PKR 203
 - C. PKR 198
 - D. PKR 296
42. What is the break-even weight for this shipment?
- A. 243.5 kg
 - B. 244.0 kg
 - C. 245.0 kg
 - D. 250.0 kg

Use the following information to answer the question:

A shipment of 7 boxes of Swiss cookies with a total weight of 34 kg is ready for shipping from Geneva, Switzerland to Addis Ababa, Ethiopia. Dimensions of each box: 29.7 × 25 × 45 cm. All charges prepaid.

43. What is the volume weight?
- A. 34.0 kg
 - B. 39.4 kg
 - C. 39.5 kg
 - D. 35.0 kg

Use the following information to answer the question:

A shipment of 3 bales of table rugs with a total weight of 39 kg is ready for shipping from Lahore, Pakistan (LHE) to Jersey, United Kingdom (JER). The dimensions of each piece are: 45 × 35 × 44.5 cm. All charges prepaid.

44. What is the applicable rate per kg?
- A. PKR 416
 - B. PKR 330
 - C. PKR 312
 - D. PKR 250

Use the following information to answer questions 45 to 46:

A shipment of 10 cartons of fresh mangoes with a total weight of 370 kg is ready for shipping from Karachi, Pakistan (LHE) to Erfurt, Germany (ERF). Dimensions of each box: 39.8 × 30 × 49.9 cm. All charges prepaid.

45. What is the volume weight?
- A. 100.0 kg
 - B. 300.0 kg
 - C. 250.0 kg
 - D. 500.0 kg
46. What is the chargeable weight?
- A. 100.0 kg
 - B. 370.0 kg
 - C. 400.0 kg
 - D. 500.0 kg

Use the following information to answer the question:

A shipment of furniture from London, United Kingdom to Haikou, China (PR) weighs 179 kg and contains 15 wooden crates with dimensions of each crate: 40 × 25 × 30 cm.

47. What is the total weight charge for this shipment?
- A. GBP 1771.20
 - B. GBP 2352.60
 - C. GBP 1722.00
 - D. GBP 1778.00

Use the following information to answer the question:

A shipment of 425 kg from Lubumbashi, Congo (LFW) to Guayaquil, Ecuador (GYE) contains 50 cartons of scanners with dimensions of each carton: 40 × 30 × 30 cm.

48. What is the applicable rate per kg?
- A. USD 13.62
 - B. USD 11.45
 - C. USD 17.53
 - D. USD 21.38
49. What do Specific Commodity Rates take precedence over?
- A. Class rates
 - B. ULD Rates
 - C. General Cargo Rates
 - D. Both A and C
50. What do class rates take precedence over?
- A. Specific commodity rates
 - B. Unit Load Device rates
 - C. General Cargo rates
 - D. Minimum charges

Use the following information to answer questions 51 to 52:

Routing: Lome, Togo (LFW) to Rome, Italy (ROM)

Commodity: Seafood

Gross weight: 125 kg

51. What type of rate should be applied?
- A. Class Rate
 - B. Specific Commodity Rate
 - C. Minimum Charge
 - D. ULD Rates
52. What is the total weight charge?
- A. XOF 345000
 - B. XOF 217500
 - C. XOF 485625
 - D. XOF 220000
53. What shall the carrier's liability for a shipment of 111.1 kg be based on?
- A. 111.0 kg
 - B. 112.0 kg
 - C. 111.5 kg
 - D. 111.1 kg
54. What is the valuation charge for a bank notes consignment weighing 20.2 kg to be shipped from Aalborg, Denmark (AAL) to Doha, Qatar (DOH)? The declared value is DKK 60,000.00 and the carrier's maximum liability per kg is DKK 147.
- A. DKK 428.00
 - B. DKK 450.00
 - C. DKK 430.00
 - D. DKK 440.00
55. Assume as follows:
- Declared value for carriage is HKD 60,000.00
Actual gross weight of the shipment is 18.5 kg
Carrier's maximum liability per kg is equal to HKD 207
- What is the valuation charge?
- A. HKD 420.00
 - B. HKD 421.00
 - C. HKD 425.00
 - D. HKD 500.00
56. Assume as follows:
- Declared value for carriage is AUD 70,000.00
Actual gross weight of the shipment is 15.4 kg
Carrier's maximum liability per kg is equal to AUD 27
- What is the valuation charge?
- A. AUD 550.00
 - B. AUD 550.50
 - C. AUD 522.00
 - D. AUD 600.00

57. What is the applicable charges collect fee in the currency of the country of destination for a garments shipment from Bahrain (BAH) to Sao Paulo, Brazil (SAO)?

The weight charge is BHD 6000.000 and the valuation charge is BHD 25.000
 The banker's rate of exchange is: USD 1.00 = BHD 0.37610
 The carrier is GF

Brazil (BR)	Charges Collect Accepted: Yes	
Charges Collect	5%	of weight and valuation charges
Fee:	Minimum: USD 10*	

* To be converted into local currency at banker's selling rate for cheques

- A. BHD 301.500
 - B. USD 800.99
 - C. USD 800.98
 - D. BDH 801.00
58. On what basis must the charges collect fee of a shipment be calculated?
- A. Weight charges
 - B. Minimum charge
 - C. Valuation charges
 - D. Both A and C
59. Considering that the disbursement amount is SAR 705.00, what is the applicable disbursement fee in the currency of the country of origin for a shipment from Jeddah, Saudi Arabia to Delhi, India?
- A. USD 10.00
 - B. SAR 68.00
 - C. SAR 75.00
 - D. SAR 67.90
60. From Hong Kong (SAR) the total weight charge for a disbursement should NOT be more than USD _____.
- A. 20
 - B. 100
 - C. 300
 - D. 500
61. A shipment of diamonds has to be transported from Dublin, Ireland (DUB), to Cardiff, United Kingdom (CWL). What is the applicable charge according to the tariff structure between certain European countries?
- A. 160% of basic charge and rate/kg
 - B. 250% of basic charge and rate/kg
 - C. 300% of basic charge and rate/kg
 - D. 200% of basic charge and rate/kg
62. An "Airline AWB" shall be in a set of a minimum of _____ copies and _____ originals.
- A. 10; 3
 - B. 8; 3
 - C. 12; 2
 - D. 4; 3
63. The Original 2 (Pink) of the AWB is for the _____.
- A. consignee
 - B. issuing carrier
 - C. shipper
 - D. agent

64. The rounding off unit for minimum charges in Palau is _____.
- A. 0.01
 - B. 0.05
 - C. 10
 - D. 1
65. A published through rate takes precedence over any lower construction of rates of the same category between the same points in the same direction. TRUE or FALSE?
- A. True
 - B. False

Use the following information to answer the question:

Calculate the cheapest possible weight charge for the shipment below in accordance with the TACT Rules.

Routing:

From: Surabaya, Indonesia (SUB)

Transit: Auckland, New Zealand (AKL)

To: Gisborne, New Zealand (GIS)

Commodity: Fresh fruits

Pieces: 10 baskets Total

Gross weight: 130 kg

Dimensions per piece: 40 × 45 × 40 cm

Carrier: Air New Zealand (NZ)

Banker's exchange rate: 1 USD = NZD 1.34288

Round off for USD 0.01

66. What is the total weight charge?
- A. USD 642.20
 - B. USD 787.80
 - C. USD 800.00
 - D. USD 700.00
67. For mixed consignments, the various individual consignments are grouped together and covered by one _____.
- A. commercial invoice
 - B. master air waybill
 - C. cargo manifest
 - D. house air waybill
68. What are the base dimensions of a DQF?
- A. 96" × 115" Pallet/Net
 - B. 88" × 125"
 - C. 60.4" × 61.5"
 - D. 60.4" × 125"

69. Calculate the cheapest weight charge rate in accordance with TACT Rules/Rates for the following shipment.

Routing:

From Hong Kong, SAR (HKG) to Miami, FL, USA (MIA)

Commodity: Tablet PCs

Pieces: 220 boxes

Total gross weight: 2575 kg

Dimensions: 35 × 40 × 25 cm/each

Payment: Prepaid

The following lower deck ULD is available:

IATA ULD ID code: PAJ 12345SQ

Maximum permissible ULD gross weight, including tare weight: 4536 kg

Tare weight: 120 kg

Internal usable volume: 12 m³

Rate category: 5

What is the total weight charge?

- A. HKD 83000.00
- B. HKD 82459.26
- C. HKD 134190.00
- D. HKD 51149.00

70. Calculate the cheapest weight charge rate in accordance with TACT Rules/Rates for the following shipment.

Routing:

From Frankfurt, Germany (FRA) to Brisbane, Australia (BNE)

Commodity: Electrical switches, non-restricted

Pieces: 280 boxes*

Total gross weight: 3250 kg

Dimensions: 38 × 30 × 40 cm each

Payment: Prepaid

Carrier: Japan Airlines (JL)

(*) Specifications: 196 boxes, 2250 kg are loaded on PAP 12345 JL

84 boxes, 1000 kg are loaded into AKE 26325 JL

The following lower deck ULDs (PAP and AKE) are available:

IATA ULD ID code: PAP 12345 JL AKE 26325 JL

Maximum permissible ULD gross weight, including tare weight: 4530 kg 1580 kg

Tare weight: 125 kg 80 kg

Internal usable volume: 12 m³ 4 m³

Rate category: 5 8

What is the total weight charge?

- A. EUR 16477.50
- B. EUR 16000.00
- C. EUR 15680.50
- D. EUR 15000.00

71. Which of the following represent governmental protectionist policies?

- A. Free trade zones
- B. Tariffs and quotas
- C. Duty free shops
- D. Currency exchange rates

72. Which of the following is NOT a part of the transport flow trading terms?
- A. Pricing
 - B. Delivery
 - C. Documentation
 - D. Payment
73. The terms CIP, FCA and DDP apply to _____.
- A. any mode of transportation
 - B. rail transportation only
 - C. rail and truck transportation only
 - D. marketing
74. Trade essentially involves the flow of which three things?
- A. Goods, documents, payment
 - B. Goods, transport, payment
 - C. Goods, insurance, shipment
 - D. Delivery, documents, payment
75. INCOTERMS do NOT _____.
- A. constitute a contract
 - B. communicate tasks, costs and risks
 - C. specify the obligations (control, risk and cost)
 - D. determine modes of transport
76. Pricing strategy is one way to be profit focused, however a pricing strategy can also help the market to respond and it does this by _____.
- A. influencing buyer behaviour
 - B. increasing brand recognition
 - C. attracting more EXW arrangements
 - D. identifying new opportunities
77. Which of the following is NOT one of the five factors that influence the rates set by the Cargo Department?
- A. Cost Levels
 - B. Organizational and Marketing Objectives
 - C. Pricing Objectives
 - D. Delivery Method
78. What two purposes does pricing serve?
- A. To ensure the company makes a profit and to make the market respond
 - B. To ensure the company makes a profit and to influence the market
 - C. To ensure the company makes a profit and to increase production
 - D. None of the above
79. The pricing objective is one of the several factors that influence the _____ set by the cargo department.
- A. promotional policies
 - B. fleet size
 - C. rates
 - D. distribution costs
80. Perishable Cargo has a demand curve that is considered to be _____.
- A. elastic
 - B. inelastic
 - C. neither A nor B
 - D. horizontal

81. When promoting airfreight, which statement about speed is TRUE?
- A. Speed is not considered in TDC
 - B. Speed is a component of rail shipments
 - C. Speed is the strongest marketing point
 - D. Speed is second to packing costs
82. Which of the following is one of the two fundamental concepts of the total distribution cost (TDC)?
- A. There are strong independencies between all cost components
 - B. Costs must be identified for each of the main components in the total distribution costs
 - C. Total distribution cost depends on goods in transit
 - D. All of the above
83. When making a total distribution cost calculation, which of the following information is NOT necessary?
- A. Annual turnover of goods
 - B. Door-to-Door transportation time
 - C. Taxes due customs
 - D. Storage costs
84. If taxes are fixed, how can profit be increased?
- A. Make better packing
 - B. Lower the production
 - C. Lower the distribution cost
 - D. Lower the sales price
85. Shippers use airfreight services when _____.
- A. their shipment is unique
 - B. the cost is inventory-related
 - C. the cost is not inventory-related
 - D. the cost is unknown
86. Before engaging an advertising agency, what should the cargo marketing manager prepare?
- A. ROI (Return on Investment)
 - B. RFI (Request for Information)
 - C. RFP (Request for Proposal)
 - D. Both B and C
87. What are the five main purposes of an advertising campaign?
- A. To report, to ask, to inform and explain, to influence and persuade and to sale
 - B. To ask, to sale, to inform and explain, to influence and persuade and to remind
 - C. To report, to ask, to inform and explain, to promote and to remind
 - D. To report, to ask, to inform and explain, to influence and persuade and to remind
88. When a customer response is labelled as 'tried the product, but are indifferent', what action should the sales team take?
- A. Invite the customer to try again
 - B. Focus on customers who are not indifferent
 - C. No need to follow up
 - D. Delete them from the customer list
89. When designing an advertising campaign, secondary data is a component of _____.
- A. budgeting
 - B. evaluation
 - C. market research
 - D. setting goals

90. Your new blended marketing plan calls for a QR code to be printed on your main brochure. To access the information linked to the QR code, the customer will use _____ to scan the code.
- A. a mobile phone
 - B. the office scanner
 - C. Facebook
 - D. the office scanner and Facebook
91. Once the social media plan is engaged, it _____.
- A. does not need to be monitored
 - B. must be monitored more closely than a traditional campaign
 - C. must be monitored once a week
 - D. must be outsourced to an advertising company
92. Which of the following is NOT an internal factor of Marketing Planning?
- A. Price Policy
 - B. Logistic
 - C. Advertising
 - D. Sales Promotion
93. Which of the SWOT elements is considered to be an advantage to achieving your marketing plan objectives, but can also become a disadvantage?
- A. Strengths
 - B. Weaknesses
 - C. Opportunities
 - D. Threats
94. Which concept should be considered when discussing how to generate a high return on a low margin service?
- A. The short tail
 - B. The mid tail
 - C. The long tail
 - D. Both A and B
95. A customer has a machine that requires a small lightweight component, the lack of which completely disrupts their production schedule. Each day of downtime causes huge financial losses. What would this shipment be classified as?
- A. Routine non perishable
 - B. Routine perishable
 - C. Emergency
 - D. None of the above
96. Recommended only for analytical purposes, what online resource would you consult when searching for potential users of airfreight services?
- A. SCIT
 - B. SITC
 - C. STIC
 - D. SICT
97. A key reason to consider airfreight as transport mode for a shipment is the fact that it can save the customer money. What does airfreight offer to help achieve this?
- A. Less packaging
 - B. Safer carriage
 - C. Reduced storage
 - D. All of the above
98. Diversify, expand and adapt are all components of _____ in the current market environment.
- A. consulting
 - B. competing
 - C. communicating
 - D. continuing

99. Airfreight, just like any other product, has a _____ cycle, which must be factored into new service innovations.
- A. marketing
 - B. life
 - C. service
 - D. cost
100. An effective way for an airfreight company to offer door-to-door service is to enter an agreement with subcontractors, such as _____.
- A. GDS
 - B. GPO
 - C. IGT
 - D. CFR



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