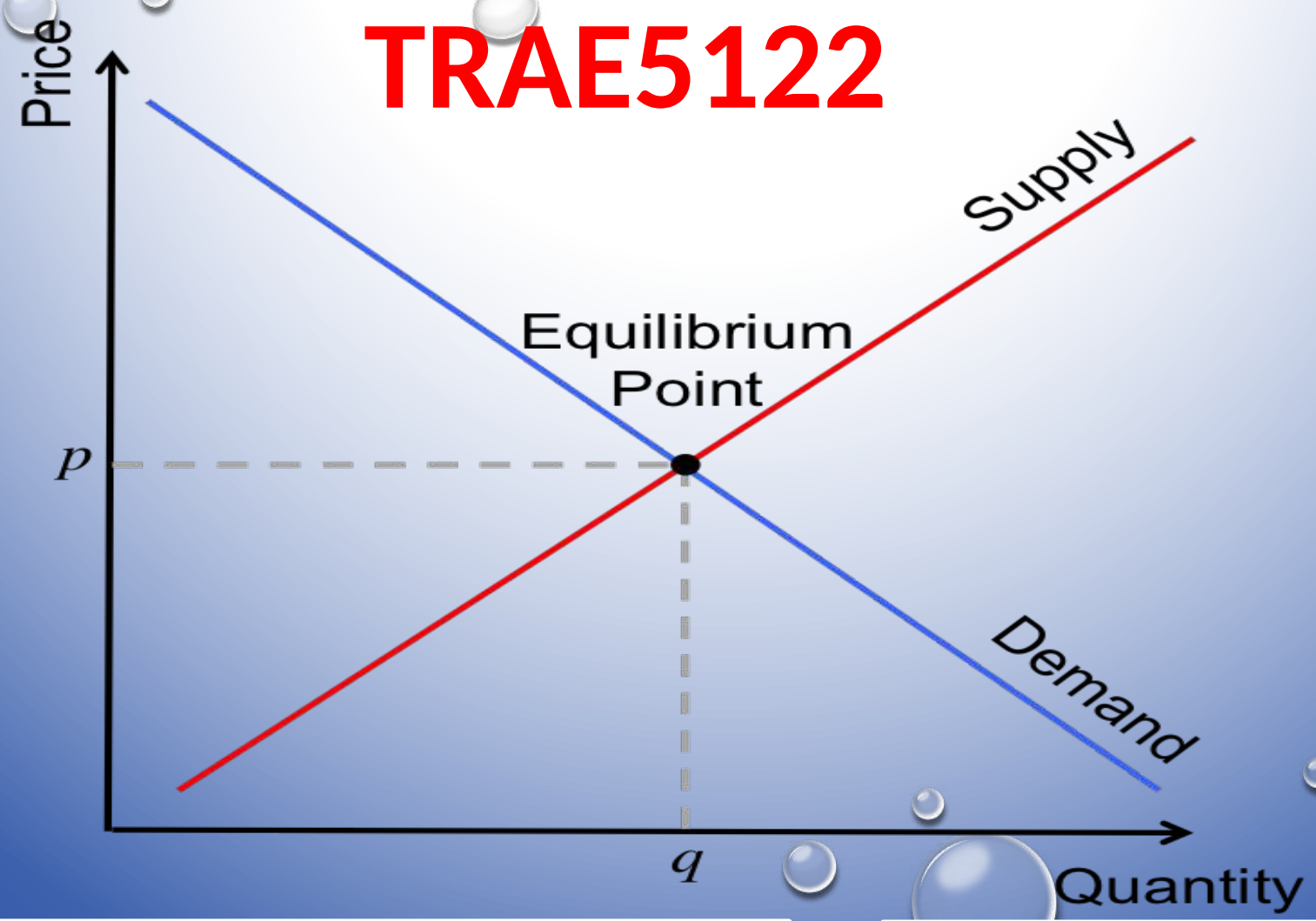
LEARNING UNIT 2

DEMAND AND SUPPLY OF TRANSPORTATION

TRAE5122



CHAPTER 9.4 to 9.6

AW3

LEARNING OBJECTIVES:

- EXPLAIN WHAT IS MEANT BY **DEMAND FOR TRANSPORT;**
- DESCRIBE THE **DIFFERENT TYPES OF UTILITY** WHICH TRANSPORT **OFFERS CONSUMERS;**
- ELABORATE UPON THE **FACTORS IMPACTING ON THE DEMAND** FOR TRANSPORT;
- DISCUSS THE **ROLE OF TRANSPORTATION IN FACILITATING GLOBAL TRADE**;
- **EXPLAIN FREIGHT DEMAND;**
- **DISCUSS SERVICE COMPONENTS OF FREIGHT DEMAND**;
- **DESCRIBE WHAT IS MEANT BY SUPPLY OF TRANSPORT**.

ICE TASK 3 - CLASS ACTIVITY:

1. Create your own graph (you can draw it by hand and add the photo your Word document/ create on Word etc)

- NO COPYING graphs from the internet!!
- Label the graph (Price, Quantity, Supply curve, Demand curve)
- Label the graph to show equilibrium and disequilibrium prices
- (P1- price too low would create a Shortage)
- (PE- Equilibrium price where the demand and supply are balanced)
- (P2- price too high- would create a Surplus)

[5 Marks]

2. Explain your graph and the concept of market equilibrium and disequilibrium in your own words.

[5 Marks]

ASSESSMENT CRITERIA

- Explain what is meant by demand for transport;
- Describe the different types of utility which transport offers consumers;
- Elaborate upon the factors impacting on the demand for transport;
- Discuss the role of transportation in facilitating global trade;
- Explain freight demand;
- Discuss service components of freight demand;
- Describe what is meant by supply of transport.



HOW LEARNING UNIT 2 HAS BEEN ASSESSED IN PAST PAPERS: