

**CERTIFICATE IN LOGISTICS AND TRANSPORT**

**BUSINESS APPLICATIONS (M2-L3)**

# February 2022

Note to Candidates

Candidates are advised to spend NOT more than 60 minutes in section A and not more than 40 minutes on each question in section B. Credit will be given for citing relevant examples.

**2:30 Hours**

**Answer ALL questions in Section A and any 3 questions from section B**

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**SECTION A: COMPULSORY (40 marks)**

1. Write notes on the following key elements of a business plan.
2. Executive summary **(5 marks)**
3. Market Opportunity **(5marks)**
4. Strategic Action Plan **(5 marks)**
5. Operation Plan **(5 marks)**
6. Outline the responsibilities of the following line managers:
7. Purchasing manager **(5 marks)**
8. Production manager **(5 marks)**
9. Logistics manager **(5marks)**

1. Outline the standard disciplinary process**. (5 marks)**

**Section B: Answer any three questions**

**Answer in Essay format**

**Question 2**

Citing practical examples, how would you evaluate the importance of management information systems? **(20 marks)**

**Question 3**

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| Explain how you would use an appraisal to evaluate the performance of employees in a transport organization. **(20 marks)** |

**Question 4**

1. What are the funding options for new and existing logistics companies which are available in the marketplace today? (12 marks)
2. Establish the benefits of each and select the most relevant option explaining why?

**(8 Marks)**

**Question 5**

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| Explain ways an organisation can use to promote brand reputation. **(20 marks)** |