



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT

MANAGEMENT IN LOGISTICS AND TRANSPORT: DP01

NOVEMBER 2021 EXAMINATION

Instructions to Candidates

- Duration of examination: **3** hours
- Answer **four** questions
- Questions may be answered in any order
- Allocation of marks is indicated along each question
- Credit will be given for citing relevant examples
- Write legibly

Question 1

Using the PESTLE analysis technique evaluate the external environmental factors that may impact upon an international company's operations within the Southern Africa Development Community (SADC). **(25 marks)**

Question 2

Discuss the essential characteristics of a Self-Directed Work Team (SDWT) as well as conditions that should exist in order for the team to perform effectively. **(25 marks)**

Question 3

Examine the importance of the 7Ps of the marketing mix in the effective management of a logistics company of your choice.

(25 marks)

Question 4

A company you are familiar with seeks to restructure its organisation. Advise the management of the company accordingly on the merits and demerits of centralisation and decentralisation. **(25 marks)**

Question 5

'Budgets are, in essence, an important management document that presents a formalised table of expectations for the financial performance of the forthcoming period, normally yearly'. Within the context of the foregoing statement:

- a) Explain the purpose of a budget? **(5 marks)**
- b) Compare and contrast the incremental based budgeting and the zero based budgeting methods. **(20 marks)**

Question 6

'The aim of any successful business is to ensure that its competitive advantage in the market place is sustained for as long a period as is possible'. Within the context of the foregoing statement:

- a) Discuss Grant's taxonomy of Organisational Capabilities. **(12 marks)**
- b) Discuss the significance of value chain analysis. **(13 marks)**

End of examination