



**The Chartered  
Institute of Logistics  
and Transport**

**INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT**

**INTERNATIONAL BUSINESS: DIP14**

**NOVEMBER 2021 EXAMINATION**

**Instructions to Candidates**

- Duration of examination: **3** hours
- Answer any **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

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**Question 1**

‘The supply chain management information must be meaningful, produced timely and acted upon appropriately’. In the context of the foregoing statement discuss the contents of a typical quantity based management information report. **(25 marks)**

**Question 2**

With reference to consumer behaviour, branding, market research, and market segmentation discuss the importance of a marketing effort in creating an effective international supply chain. **(25 marks)**

**Question 3**

- a) Explain the basic factors that should be considered in determining a pricing policy. **(5 marks)**

b) Explain the following categories of methods of payment:

- i. Cash and cash transfers **(5 marks)**
- ii. Bills of exchange **(5 marks)**
- iii. Barter **(5 marks)**
- iv. Letters of credit **(5 marks)**

**Question 4**

With reference to a company of your choice discuss the process that may be adopted in developing a Business Continuity Management (BCM) plan. **(25 marks)**

**Question 5**

Examine the major sources of crises that could impact on international supply chain operations servicing the South African Development Community (SADC) economic corridors. **(25 marks)**

**Question 6**

Discuss the main defences that an international carrier may raise in order to avoid liability prescribed by the International Carriage of Goods by Road (CMR) convention. **(25 marks)**

**End of examination**