



CERTIFICATE IN LOGISTICS AND TRANSPORT

Business Theory

November 2021

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.

2.3 hours

Answer question 1 in Section A and any 3 questions from section B

SECTION A

Question 1.

- (a) Identify any three methods of managing inventory (3 marks)
- (b) Define the term market segmentation (3 marks)
- (c) Give five benefits of market segmentation (5 marks)
- (d) List the seven Ps of marketing (7 marks)
- (e) List the characteristics of good information (6 marks)
- (f) List and explain briefly components of a business plan (10 marks)
- (g) List six factors that influence location of a house. (6 marks)

Section B

Question 2

- (a) Define the term *marketing mix* (5 marks)
- (b) For an organisation like ZUPCO, explain how its management can use any four marketing Mix elements in order to improve its operational efficiency and effectiveness (15 marks)

Question 3

'Barriers to communication exist in most organisations'. Identify any six major barriers and suggest practical measures to resolve them (20 marks)

Question 4

Describe the factors that influence trade between any two countries of your choice. (20 marks)

Question 5

A business that fails to take care of its costs will eventually collapse. For a logistics and transport company of your choice identify its major cost drivers and how they can be reduced or managed.

(20 marks)

Question 6

Explain how Public Relations has contributed to the success of companies in the field of logistics and transport (20 marks)