



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT

STRATEGIC CONTEXT

ADIP01

NOVEMBER 2022 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 alongside each question
 - Credit will be given for citing relevant examples
 - Write legibly
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Question 1

'The SWOT analysis is a popular tool which is simple to administer and gives very quick results but with some drawbacks'. In the context of the foregoing statement discuss the significance and application of SWOT with particular reference to the logistics and transport industry. **(25 marks)**

Question 2

'Each process within the supply chain is effectively a company asset requiring nurturing, maintenance and regular review of its usefulness in the same way as any other asset.'

Describe how you would conduct such a review in a company of your choice through the implementation of business process re-engineering (BPR)? **(25 marks)**

Question 3

Explain how the following organisational policies and strategies would encourage business continuity and internal sustainability:

- a) Flexible work/life employment patterns **(5 marks)**
- b) Developing a 'safety culture' **(5 marks)**
- c) Reward and recognition schemes **(5 marks)**
- d) Ethical management strategies **(5 marks)**
- e) Internal customer awareness strategies **(5 marks)**

Total 25 marks

Question 4

'According to Porter (1980), there are three fundamental avenues open to businesses, known as the generic strategies, that can be used to gain sustainable competitive advantage'. Discuss these generic business strategies relative to the logistics and transport operating environment. **(25 marks)**

Question 5

A company you are familiar with is considering to outsource its logistics function. With particular reference to Third Party Logistics, what is the significance of outsourcing as a competitive strategic initiative? **(25 marks)**