



**INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT**

**MANAGEMENT IN LOGISTICS AND TRANSPORT**

**DIP01**

**NOVEMBER 2022**

**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

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**Question 1**

‘Change merely for the sake of change is usually far harder to implement as people do not buy into that concept. Resistance to change can prove both costly and time consuming to any organisation’. Using the Kübler-Ross Model discuss the how employees are generally impacted by organisational changes. **(25 marks)**

**Question 2**

‘The strategy of a marketing department will be focused on achieving the organisation’s marketing objectives, and will be concerned with influencing what is known as the Marketing Mix’. Discuss the 7Ps of the marketing mix relative to the marketing strategy of a logistics company of your choice. **(25 marks)**

### **Question 3**

'Culture can, in essence, be described as "the way we do things around here". It is about the shared values and beliefs that exist within the organisation'. Explain how these shared values arise and how they impact the organisation's performance. **(25 marks)**

### **Question 4**

'Market research relates to obtaining information that will enable an organisation to out-position its competitors'. As a Marketing Manager of a company intending to introduce a new bus service discuss the purpose of market research and the methods you would use to carry out market research before the introduction of the bus service. **(25 marks)**

### **Question 5**

'Increasingly the problem of stress is becoming an integral part of modern life and the modern work environment'. Identify the sources of stress in the workplace and explain the consequent negative impacts on employee performance.

What suggested measures would be taken to address this problem? **(25 marks)**