



## **INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT**

### **MANAGEMENT IN LOGISTICS AND TRANSPORT**

**DIP01**

**JUNE 2023**

#### **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**

'In the logistics and supply chain industry, competitive advantage is widely regarded as the essential factor for ultimate success'. How would you apply the '3Cs Strategic Triangle Concept' propounded by Kenichi Ohmae in developing an effective competitive marketing strategy? **(25 marks)**

#### **Question 2**

Your company seeks to recruit a Transport Manager. Discuss the recruitment process you would undertake to fill the vacant position as well as the steps you would take to minimise the risk of recruiting the wrong person. **(25 marks)**

### **Question 3**

As a response to Government's mantra, 'Zimbabwe is open for business', a foreign investor has contracted you to scan the competitive environment. Analyse the environmental factors that are likely to impact on the success of a potential logistics and transport business in Zimbabwe.

**(25 marks)**

### **Question 4**

'Effective managers are adept in both delegation and empowerment'. With particular reference to a logistics and transport company of your choice, discuss how you would effectively apply delegation and empowerment.

**(25 marks)**

### **Question 5**

With particular reference to the auditors' report, the balance sheet, and the profit and loss account, discuss the importance of the publication of formal company accounts.

**(25 marks)**