



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT

MANAGEMENT IN LOGISTICS & TRANSPORT

DIP01

FEBRUARY 2023

SUPPLEMENTARY EXAMINATION

Instructions to Candidates

- Duration of examination: **3 hours**
- **Answer any 4 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

Question 1

'More businesses fail due to cash flow problems than any other single reason, and many of those that go out of business are, on paper at least, profitable'. Discuss the cash flow in the context of the foregoing statement highlighting both the pitfalls to avoid and the measures that can be implemented to improve it. **(25 marks)**

Question 2

Discuss the importance of the 7Ps of the marketing mix with particular reference to a logistics company of your choice. **(25 marks)**

Question 3

You have successfully completed your CILT qualification. One of your main objectives of undertaking the CILT programme was to become a 'job creator' and not a 'job seeker'. You are determined to fulfil your objective by starting a haulage company for the transportation of general goods. Identify and assess the sources of short-term funding organisations that you would approach and why. **(25 marks)**

Question 4

'Leadership and management are essential capabilities in the operation of any enterprise and it is rare to find an activity where one will only require just one or the other'. Using examples of activities from a Logistics and Transport environment, contrast and compare leadership and management roles. **(25 marks)**

Question 5

Discuss how the performance of a typical logistics company in Zimbabwe may be impacted upon by external business factors. **(25 marks)**