



**The Chartered  
Institute of Logistics  
and Transport**

**INTERNATIONAL INTRODUCTORY  
CERTIFICATE IN LOGISTICS AND TRANSPORT**

**INTRODUCTION TO CUSTOMER SERVICE & MARKETING**

**INTRO- M2**

**JUNE 2023**

**Instructions to Candidates**

- Duration of examination: **2.30 hours**
- **Answer ALL Questions in Section A and any THREE questions in Section B**
- 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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**SECTION A**

**QUESTION 1**

- a) List 6 ways through which a logistics and transport company can reduce negative impacts to the environment. **(6 marks)**
- b) List four benefits of excessing good customer service. **(4 marks)**
- c) Explain the term “ Customer is King” **(5 marks)**

- d) List and explain steps of customer handling procedure **(10 marks)**
- e) Identify 5 roles of marketing. **(5 marks)**
- f) List four benefits of good communication. **(4 marks)**
- g) What are the advantages of receiving complaints from customers.  
**(2 marks)**
- h) List aims and objectives of public relations. **(4 marks)**

## **SECTION B**

**Answer any THREE questions**

### **QUESTION 1**

For an organization that you are familiar with, explain how it will benefit from introducing a customer service department. **(20 marks)**

### **QUESTION 2**

- (a) Define 4ps of marketing. **(4 marks)**
- (b) Explain the purpose of the 4ps of marketing in an organization of your choice.  
**(16 marks)**

### **QUESTION 3**

Describe the ways through which a logistics company can deliver good service to its customers. **(20 marks)**

### **QUESTION 4**

Explain the following terms giving relevant examples

- (i) 1PL **(5 marks)**
- (ii) 2PL **(5 marks)**
- (iii) 3PL **(5 marks)**
- (iv) 4PL **(5 marks)**

