



The Chartered  
Institute of Logistics  
and Transport

## INTERNATIONAL CERTIFICATE IN LOGISTICS AND TRANSPORT

### BUSINESS APPLICATIONS

M2-L3

JUNE 2023

#### Note to Candidates

Candidates are advised to spend NOT more than 60 minutes in Section A and not more than 30 minutes on each question in Section B.

#### Instructions to Candidates

- Duration of examination: **2.30 hours**
  - **Answer Section A (Compulsory) 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

(40 marks)

### Compulsory

#### Question 1

- a. Explain any **five (5)** importance of effective communication in business.  
(10 marks)
  
- b. Explain any **five (5)** reasons for resistance to change by employees in an organisation.  
(10 marks)

c. Discuss the **three (3)** types of skills used by managers in an organisation.

**(15 marks)**

d. Explain the standard disciplinary process.

**(5 marks)**

## **SECTION B**

**Answer any THREE questions.**

### **Question 1**

Explain any **five (5)** causes of failure of a business organisation.

**(20 marks)**

### **Question 2**

Discuss any **five (5)** causes of change in an organisation.

**(20 marks)**

### **Question 3**

Citing examples in each case, describe the following pricing strategies.

- i) Skimming pricing
- ii) Market penetration
- iii) Product bundle pricing
- iv) Promotional pricing

**(20 marks)**

### **Question 4**

Examine the difference between a business letter and a memo. **(20 marks)**