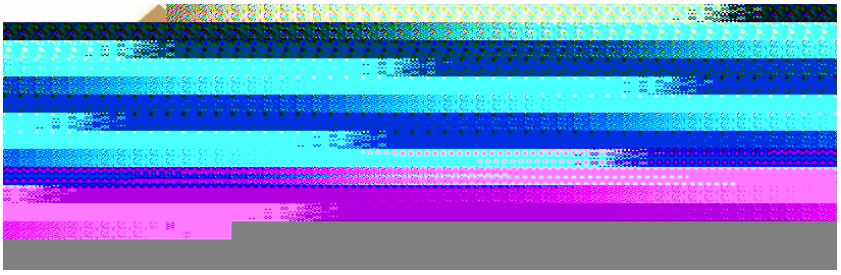

INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT

DELIVERING STRATEGIC PERFORMANCE

ADIP04

November 2023

Note to Candidates

The aim of this paper is to establish your in depth understanding of the principles and applications involved in Delivering Strategic Performance. Candidates are encouraged to make use of relevant examples where applicable.

Instructions to Candidates

- Duration of examination: **3** hours
- **ANSWER FOUR (4) QUESTIONS**
- **QUESTION ONE (1) IS COMPULSORY**
- Questions may be answered in any order
- Allocation of marks is indicated alongside each question
- Credit will be given for citing relevant examples
- Write legibly

COMPLUSORY

QUESTION 1

During the press conference to announce NOKIA being acquired by Microsoft, Nokia CEO, ended his speech saying, *ñwe didnôt do anything wrong, but somehow, we lostò*. Upon saying that, all his management team, himself included, teared sadly. Nokia has been a respectable company. They didnôt do anything wrong in their fast. Their opponents were too powerful. They missed out on learning, they missed out on changing, and thus they lost the opportunity at hand to make it big. Not only did they miss the opportunity to earn big money, they lost their chance of survival. (www.nairaland.com)

a) Why are CEO KPIs important? **(10 marks)**

b) Review the case strategically and advise a local CEO to mitigate a similar challenge.

(15 marks)