



**The Chartered  
Institute of Logistics  
and Transport**

**INTERNATIONAL INTRODUCTORY CERTIFICATE IN LOGISTICS AND TRANSPORT**

**INTRODUCTION TO CUSTOMER SERVICE & MARKETING**

**INTRO- M2**

**NOVEMBER 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 on the environment. **(6 marks)**
- (b) List any 4 benefits of exercising good customer service. **(8 marks)**
- (c) List aims and objectives of public relations. **(8 marks)**
- (d) List and explain steps of customer handling procedure. **(8 marks)**
- (e) Identify and explain briefly 5 roles of marketing. **(10 marks)**

## **SECTION B**

**Answer any THREE questions**

### **QUESTION 1**

For an organization that you are familiar with, explain how it can benefit from introducing a Marketing department in its structure. **(20 marks)**

### **QUESTION 2**

Explain the 4ps of marketing and their contribution to an organization of your choice. **(20 marks)**

### **QUESTION 3**

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

### **QUESTION 4**

Examine the role played by party logistics. **(20 marks)**