



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL CERTIFICATE IN LOGISTICS AND TRANSPORT

BUSINESS THEORY

M1-L3

November 2023

Note to Candidates

Candidates are advised to spend NOT more than 60 minutes in Section A and not more than 40 minutes on each question in Section B.

Instructions to Candidates

- Duration of examination: **2.30 hours**
 - **Answer any FOUR 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.
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QUESTION 1

'Corporate Social Responsibility allows businesses to be distracted from their core mandate or purpose'. Discuss **(25 marks)**

QUESTION 2

Justify the existence of Public Relations department in an organisation that you are familiar with. **(25 marks)**

QUESTION 3

Explain the various ways of managing inventory within an organisation. **(25 marks)**

QUESTION 4

Identify two major stakeholders of any business organisation and how they contribute to the success of a business. **(25 marks)**

QUESTION 5

Explain in detail how financial performance of a company can be measured. **(25 marks)**