



The Chartered  
Institute of Logistics  
and Transport

**INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT**

**STRATEGIC NETWORK PLANNING  
ADIP03**

**MARCH 2024**

**SUPPLEMENTARY EXAMINATIONS**

**Instructions to Candidates**

- Duration of examination: **3 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.

**Candidates are advised to spend NOT more than 40 minutes on each question.**

The aim of this paper is to establish your understanding of the general principles and applications involved in Strategic Network Planning. Candidates are encouraged to write critically and make use of relevant examples where applicable.

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**QUESTION 1**

Strategy is all about achieving competitive advantage. Citing appropriate model (s), explain fully how.

**(25 marks)**

**QUESTION 2**

Every organisation is part of a supply-chain network. Explain how an organisation of your choice has benefited from supply chain collaboration.

**(25 marks)**

### **QUESTION 3**

With reference to an organisation of your choice, explain how the firm has benefitted from collaboration with at least two stakeholders. **(25 marks)**

### **QUESTION 4**

- a) Logistics and Transport companies in Zimbabwe are facing a number of challenges. For a company of your choice, explain the contribution of strategic benchmarking to its operations. **(10 marks)**
  
- b) Explain whether there is scope for benchmarking in Zimbabwe and why benchmarking fails in most organisations. **(15 marks)**

### **QUESTION 5**

- (a) Define "marketing mix." **(5 marks)**
  
- (b) You have just been employed as a manager in charge of the Passenger Services Division in the National Railways of Zimbabwe. Explain how the marketing mix can be used towards improving train travel demand. **(20 marks)**