



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT

**MOVEMENT OF PEOPLE
DIP 07**

**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.

The aim of this paper is to establish your understanding of the general principles and applications involved in the Movement of People. Candidates are encouraged to make use of relevant examples where applicable.

QUESTION 1

- a) Discuss the importance of understanding the mobility index to the transport manager.
(13 marks)
- b) Explain how special needs passengers can be accommodated in passenger transport planning.
(12 marks)

QUESTION 2

- a) 'Market segmentation is the mainstay of any passenger transport business'. Discuss citing relevant examples.
(10 marks)
- b) Discuss the challenges associated with large volume passenger carrier transport systems.
(15 marks)

QUESTION 3

- a) Peak demand has always been a headache to most policy makers and managers in urban settings. Evaluate this statement. **(15 marks)**
- b) Discuss the five main elements of reliability of passenger transport service. **(10 marks)**

QUESTION 4

- a) 'Transport is a service and the marketing of services is hinged on the seven Ps of marketing'. Explain the importance of physical evidence/facilities; people; and processes to a passenger transport service of your choice. **(10 marks)**
- b) Evaluate how IT can be applied in the above to meet expected customer service levels.

(15 marks)

QUESTION 5

- a) For a country of your choice assess the opportunities for modal combination in the movement of people. **(12 marks)**
- b) Explain how transport operators can manage the conflicts between luggage and passengers when combining different modes for passenger transportation. **(13 marks)**