



**The Chartered  
Institute of Logistics  
and Transport**

**INTERNATIONAL CERTIFICATE IN LOGISTICS AND TRANSPORT**

**Introduction to Customer Service and Marketing**

**INTRO - M2**

**MARCH 2024**

**SUPPLEMENTARY EXAMINATIONS**

**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**

For an organization that you are familiar with, explain how it will benefit from introducing a marketing department in its structure. **(25 marks)**

**QUESTION 2**

Explain the 4ps of marketing and their contribution to an organization of your choice.

**(25 marks)**

### **QUESTION 3**

Describe the ways through which a logistics company can deliver good service to its customers. **(25 marks)**

### **QUESTION 4**

List and explain some of the simple ways to manage and exceed customer expectations. **(25 marks)**

### **QUESTION 5**

Identify reasons for building customer relationships by an organization of your choice. **(25 marks)**