



INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT

STRATEGIC CONTEXTS

ADIP01

NOVEMBER EXAMINATION 2024

Instructions to Candidates

- Duration of examination: **3 HOURS**.
 - Answer any **FOUR** questions.
 - Questions may be answered in any order.
 - Allocation of marks is indicated alongside each question.
 - Credit will be given for citing relevant examples.
 - Write legibly.
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QUESTION 1

Identify and discuss five '**globalisation drivers**' whose implications need to be considered when developing a strategy to enable an organisation to operate in a global environment. **(25 marks)**

QUESTION 2

Justify the adoption of outsourcing as an effective competitive strategic initiative for a logistics and transport company of your choice.

(25 marks)

QUESTION 3

Consider the business strategy of an organisation with which you are familiar and examine five external factors which you consider would impact upon the organisation's sustainable position.

(25 marks)

QUESTION 4

Discuss the significance of the following financial indicators in strategic decision making:

- a) Debt/Equity Ratio **(5 marks)**
- b) Price/Earnings Ratio **(5 marks)**
- c) Earnings Yield **(5 marks)**
- d) Dividend Yield **(5 marks)**
- e) Return on Capital Employed Ratio **(5 marks)**

QUESTION 5

Using relevant examples, evaluate the utility of the Ansoff matrix in devising strategies for future business growth. **(25 marks)**

QUESTION 6

'Sustainability within a market requires organisations to be sustainable in their strategies in relation to what has been termed the 'three Ps' (profits, planet and people)'. Consider the foregoing statement and evaluate the strategic performance of a company of your choice relative to the three P's.

(25 marks)

