



INTERNATIONAL CERTIFICATE IN FLEET MANAGEMENT

TRANSPORT MANAGEMENT: APPLIED BUSINESS SKILLS

FLEET-M5

November 2024

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

Despite the advantages of large firms in Zimbabwe, many small transport businesses are very successful. Identify and discuss FIVE reasons that justify this statement.

(25 marks)

QUESTION 2

Discuss the external economic constraints that might negatively affect businesses in Zimbabwe in the future.

(25 marks)

QUESTION 3

Explain, giving examples the importance of market research.

(25 marks)

QUESTION 4

Explain the advantages and disadvantages of implementing a good quality management system in transport management. **(25 marks)**

QUESTION 5

Outline with examples the difference between Key Performance Indicators (KPIs) and Critical Success Factors (CSFs). **(25 marks)**