



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL CERTIFICATE IN LOGISTICS AND TRANSPORT

BUSINESS APPLICATION

M2- L3

NOVEMBER 2024 EXAMINATION

Note to Candidates

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

Instructions to Candidates

- Duration of examination: **2.30 hours**
- **Answer Section A Question 1 (Compulsory) and any THREE from Section B**
- Questions may be answered in any order.
- Allocations of marks is indicated along each question.
- Credit will be given for citing relevant examples.
- Write legibly.

SECTION A

Compulsory

(40 marks)

QUESTION 1

FleetCo Transport Solutions is a mid-sized logistics company that provides transportation services to manufacturers, retailers, and wholesalers. The company has recently faced challenges due to rising fuel costs, increased competition, and fluctuating demand from clients. To remain competitive, FleetCo has invested in fleet management software to optimize fuel consumption and improve route planning. Additionally, they have implemented new staff training programs and launched a digital marketing campaign to

attract new clients. FleetCo's management is now reviewing whether these initiatives are effectively addressing the company's business challenges and planning their next steps for future growth.

- a) Evaluate the effectiveness of FleetCo's fleet management software in addressing operational challenges. **(15 marks)**
- b) Discuss how the staff training programs contribute to improving FleetCo's service quality and operational efficiency. **(10 marks)**
- c) Analyze the role of FleetCo's digital marketing strategy in attracting new clients and retaining existing ones. **(15 marks)**

Section B

Answer any THREE questions

QUESTION 2

Discuss the role of Information and Communication Technology (ICT) in optimizing business processes for firms within the transport sector. **(20 marks)**

QUESTION 3

Advise a transport officer on **five (5)** strategies to overcome challenges in the adoption of technology in logistics operations. **(20 marks)**

QUESTION 4

Examine any **five (5)** strategies that logistics managers can adopt to mitigate geopolitical risks affecting logistics and transportation. **(20 marks)**

QUESTION 5

Analyze any **five (5)** innovative approaches to safeguarding logistical business information in the current digital landscape. **(20 marks)**

