



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL CERTIFICATE IN LOGISTICS AND TRANSPORT

BUSINESS THEORY

M1-L3

SEPTEMBER SUPPLEMENTARY EXAMINATION 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.

Question 1

Outline the risks in international trade and how these can be mitigated. **(25 marks)**

Question 2

Analyse how the 4Ps of marketing can be a source of competitive advantage to a logistics and transport company that you are familiar with. **(25 marks)**

Question 3

Identify various areas of business networking clearly stating strengths and limitations of each.

(25 marks)

Question 4

Explain the following strategies:

- (a) Cost leadership
- (b) Differentiation
- (c) Focus

(25 marks)

Question 5

List and explain characteristics of a true market segment.

(25 marks)

Question 6

Describe how marketing techniques are used in development of market strategies.

(25 marks)