



**The Chartered  
Institute of Logistics  
and Transport**

**INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT**

**STRATEGIC CONTEXTS**

**ADIP01**

**JUNE 2025 EXAMINATION**

**Instructions to Candidates:**

- Duration of examination: **3 HOURS**.
- Answer any **FIVE** 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**

‘Strategy is the direction and scope of an organisation over the long term which, ideally, matches its resources to its changing environment and in particular its markets, customers or clients to meet stakeholder expectations’. Consider the foregoing statement and discuss the significance and purpose of a strategy. **(20 marks)**

**QUESTION 2**

Identify a company of your choice and evaluate its strategic performance relative to the seven wastes outlined by Taiichi Ohno (1988). **(20 marks)**

### **QUESTION 3**

Justify the adoption of outsourcing as an effective competitive strategic initiative for a logistics and transport company of your choice. **(20 marks)**

### **QUESTION 4**

Discuss the concept of triple bottom line / three Ps (profits, planet, and people) and how the strategic performance of a company in this regard may be evaluated.

**(20 marks)**

### **QUESTION 5**

With reference to the logistics and transport industry in Zimbabwe, discuss how Porter's Five Forces model may be used to assess the level of competitiveness.

**(20 marks)**

### **QUESTION 6**

'The complexity of business and most large modern organisations is such that a SWOT analysis in isolation would be wholly inappropriate as a tool to give business leaders an accurate and complete analysis of the business status'. Discuss

**(20 marks)**