



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL INTRODUCTORY CERTIFICATE IN LOGISTICS AND TRANSPORT

INTRODUCTION TO CUSTOMER SERVICE & MARKETING

JUNE 2025 EXAMINATION

Instructions to Candidates

- Duration of examination: **2.30 hours**
 - **Answer FIVE questions only**
 - Questions may be answered in any order.
 - Mark allocation is indicated along each question.
 - Credit will be given for citing relevant examples.
 - Write legibly.
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QUESTION 1

Define "customer service" and explain its importance in a business context. **(20 marks)**

QUESTION 2

List and describe the four Ps of marketing. **(20 marks)**

QUESTION 3

Discuss the difference between internal and external customer service. **(20 marks)**

QUESTION 4

Discuss how customer feedback can influence marketing strategies and improve customer service. **(20 marks)**

QUESTION 5

Analyze the strategies businesses can use to build and maintain customer loyalty. **(20 marks)**

QUESTION 6

Compare and contrast digital marketing and traditional marketing. **(20 marks)**