



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL DIPLOMA IN SUSTAINABLE SUPPLY CHAINS, DIGITILISATION AND LOGISTICS

MARKETING & CUSTOMER EXPERIENCE FOR SUPPLY CHAIN MANAGEMENT

MCESCM03

JUNE 2025 EXAMINATION

Instructions to Candidates

- Duration of examination: **3 hours**
 - **Answer any FOUR questions.**
 - 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

Examine how supply chain operations can foster ethical and inclusive practices that are sustainable to society and the environment. **(25 marks)**

QUESTION 2

Using practical industry examples, analyse the role of digital tools in enhancing supply chain sustainability. **(25 marks)**

QUESTION 3

Analyse how technology has revolutionised the tracking and managing of dangerous goods. **(25 marks)**

QUESTION 4

Analyze the effectiveness of carbon footprint reduction initiatives in supply chain marketing strategies.

(25 marks)

QUESTION 5

Discuss how real-time tracking and interactive customer portals enhance service transparency.

(25 marks)

QUESTION 6

Evaluate the risks and benefits of AI-driven customer profiling in supply chain marketing.

(25 marks)