



## INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT

### STRATEGIC CONTEXTS

#### ADIP-01

#### NOVEMBER 2025 EXAMINATION

#### Instructions to Candidates

- Duration of examination: **3 HOURS**
- Answer any **FOUR** 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`

---

#### QUESTION 1

Examine total quality management (TQM) as an essential strategic management tool in the logistics and transport industry. **(25 marks)**

#### QUESTION 2

‘Balanced scorecards are seen by many as a typical ‘trade-off’ activity seeking to balance the performance of the organisation and all associated stakeholders in such a way as to maximise efficiencies, effectiveness and profit for the business overall.’ Discuss this statement relative to an organisation that you are familiar with.

**(25 marks)**

### **QUESTION 3**

'Organisations are expected to mitigate the impacts of their operations on the environment and communities, and they achieve this by adopting Corporate Social Responsibility (CSR).' With particular reference to the transport and logistics industry, discuss how a company may mitigate environmental and community impacts as well as the benefits that the company may derive from such a CSR initiative.

**(25 marks)**

### **QUESTION 4**

Discuss the purpose of forming strategic alliances as well as the key elements to successful strategic relationships.

**(25 marks)**

### **Question 5**

Discuss how Porter's generic strategies may be applied in strategy development by a company seeking to gain sustainable competitive advantage in the logistics and transport industry in Zimbabwe.

**25 marks)**