



**The Chartered  
Institute of Logistics  
and Transport**

## **INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT**

### **TRANSPORT AND SOCIETY DIP12**

### **NOVEMBER 2025 EXAMINATION**

#### **Instructions to Candidates**

- Duration of examination: **3 hours**
- **Answer only 4 questions you know best. NB Question 1 is compulsory.**
- 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

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#### **QUESTION 1**

#### **COMPLUSORY**

A city has a population of 1 million people, with 60% of the population using cars for daily commutes. The average distance travelled per person per day is 20 km. The city wants to reduce traffic congestion and air pollution by promoting the use of public transport.

Assuming that 20% of car users switch to buses, and each bus can carry 50 passengers, calculate:

- a) The number of cars reduced on the road per day. **(5 marks)**
- b) The number of buses required to accommodate the shifted passengers. **(10 marks)**
- c) The estimated reduction in CO2 emissions per day. **(10 marks)**

Given Data:

- Average car occupancy: 1.5 people per car
- Average CO2 emissions per car: 200 grams per km
- Average CO2 emissions per bus: 50 grams per km (assuming buses run on cleaner fuel)
- Bus operational hours: 16 hours per day

## QUESTION 2

Explain the pricing mechanisms and methods of discriminatory pricing aimed at persuading travellers and transport users to use off-peak or low-tariff services so that the operators may improve the efficiency and utilisation of their fleets. **[25 marks]**

## QUESTION 3

Evaluate the travel patterns of different groups and their specific needs in terms of access and mobility. **(25 marks)**

## QUESTION 4

- a) Describe the values and limitations of marketing research. **(13 marks)**
- b) Give the advantages and disadvantages of:
- i. Personal interview **(4 marks)**
  - ii. Mail questionnaires **(4 marks)**
  - iii. Telephone surveys **(4 marks)**

## QUESTION 5

Discuss the three policy priorities that form the core of the work of the Campaign for Better Transport. **(25 marks)**

## QUESTION 6

Using a mode of your choice, describe the advantages and disadvantages of that mode in providing travel for those with mobility impairments. **(25 marks)**

