



The Chartered
Institute of Logistics
and Transport

INTERNATIONAL CERTIFICATE IN LOGISTICS AND TRANSPORT
INTRODUCTION TO CUSTOMER SERVICE AND MARKETING
INTRO-M2
NOVEMBER EXAMINATION 2025

Instructions to Candidates

- Answer all questions in Section A and any **THREE** Questions in Section B
 - Question 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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SECTION A

QUESTION 1

Explain in detail the following:

- | | |
|--|------------------|
| a) Customer Service | (4 marks) |
| b) Customer relationship | (8 marks) |
| c) Market research | (4 marks) |
| d) Service Level Agreement | (7 marks) |
| e) List four benefits of exercising good customer service. | (5 marks) |
| f) Simple ways to manage and exceed customer expectations | (5 marks) |
| g) 7Ps of marketing and purpose | (7 marks) |

SECTION B

QUESTION 2

List and explain simple ways to manage and exceed customer expectations. **(20 marks)**

QUESTION 3

For an organization that you are familiar with, explain how it will benefit from introducing a customer service department. **(20 marks)**

QUESTION 4

For an organisation of your choice, identify 5 stakeholders and how they have contributed to its success. **(20 marks)**

QUESTION 5

Name some typical elements of a service level agreement. **(20 marks)**

QUESTION 6

What is ethics in business, and why is it important. **(20 marks)**