INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT

STRATEGIC CONTEXT
ADIP01

JUNE 2024 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 along each question.
- Credit will be given for citing relevant examples.
- Write legibly.

Question 1

For an organisation with which you are familiar, carry out a STEEPLE analysis and from your analysis provide justified recommendations relating to business improvement and the reduction of business risk. **(25 marks)**

Question 2

Evaluate the impact of strategic initiatives regarding physical resources, internal customer processes and training and development on the sustainability of an organisation of your choice within the transport and logistics industry. **(25 marks)**

Question 3

React to Porter's (1980) contention, that there are three fundamental avenues open to businesses, known as the generic strategies, which are seeking to gain sustainable competitive advantage'. **(25 marks)**

Question 4

Using appropriate examples discuss the significance and application of benchmarking as an effective strategic initiative in supply chain management. **(25 marks)**

Question 5

'While the organisation may be able to assess the risks and dangers associated with a strategic choice, it has still to develop the necessary countermeasures while undergoing change'.

Consider the foregoing statement and discuss how you would develop a contingency plan to mitigate risks and dangers that are associated with a change in strategic direction adopted by a company of your choice. **(25 marks)**

Question 6

Explain how the following organisational policies and strategies would encourage business continuity and internal sustainability:

a) Flexible work/life employment patterns **(5 marks)**

b) Training and development **(5 marks)**

c) Internal communication channels **(5 marks)**

d) Physical resource strategies **(5 marks)**

e) Internal customer awareness strategies **(5 marks)**