INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT

MOVEMENT OF PEOPLE

DIP07

JUNE EXAMINATION 2024

Instructions to Candidates

- Duration of examination: **3 hours**
- **Answer Section A Question 1 (Compulsory) and any other 3 Questions in Section B**
- Questions may be answered in any order.
- Allocation of marks is indicated along each question.
- Credit will be given for citing relevant examples.
- Write legible.

SECTION A Complusory

Fastjet finally launches Kariba, Hwange National Park flights.

"HARARE – Fastjet Zimbabwe Tuesday finally launched its promised additional domestic flights to Kariba and Hwange National Park as the low-cost air transporter continues to improve air connectivity in the country. The award-winning airline now connects the country's five major cities by flying between Harare and Victoria Falls, Harare and Bulawayo, Harare and Kariba, Victoria Falls and Hwange National Park and Victoria Falls and Kariba. Flights to these resorts will be operated by a 30-seater Embraer EMB120 aircraft. Company Chief Commercial Officer Vivian Ruwuya said Tuesday the air carrier was keen on offering something completely unique with the routes. "Through our network of flights, Kariba and Hwange National Park are now connected to Johannesburg with scheduled flights through our tourism hub of Victoria Falls. Fast jet spokesperson Nunurai Ndawana said the firm was delighted to expand its footprint along the Zambezi Basin through providing new opportunities to unlock the development of Kariba and Hwange National Park.

"These scheduled flights will be a catalyst for an increase in the arrival of tourists to these resorts. "The joint launch of these flights demonstrates our commitment and contribution to the Zimbabwean economy," Ndawana said. Ruwuya added that customers on both business and leisure travel can now explore Victoria Falls, Hwange National Park, Kariba and beyond. The newly launched destinations are known for their diverse landscapes and season-long sunshine and abundant wildlife. Fastjet Zimbabwe has continued to demonstrate commitment to the growth of tourism and the sustainability of air services in

the markets served by the transporter. In March this year, the company moved to beef up their fleet through introduction of 30-seater planes as part of its strategy to expand flights across Zimbabwe's prime tourist destinations.
Extracted from Zim. Live .com, 4 April 2023

Question 1

a) Explain how an airline can satisfy both business and leisure customers in the same flights. **(6 marks)**

b) Explain the safety measures enforced in the Air transport business in Zimbabwe which has made it to remain the safest. **(9 marks)**

c) Despite Fast jet being a low-cost airline, the majority of citizens still find it expensive. Proffer strategies that can be employed to make air transport more accessible to the public.

(10 marks)

SECTION B

Answer any 3 questions.

Question 2

Discuss the criteria a public transport passenger service should meet for it to be considered efficient.

(25 marks)

Question 3

Evaluate the use of the 7Ps of marketing to increase business viability for a passenger transport organisation. **(25 marks)**

Question 4

Citing relevant examples to the Zimbabwean passenger transport industry, discuss the three approaches to safety. **(25 marks)**

Question 5

Discuss ways in which transport operators mitigate the effects of the peak demand in passenger movement, and what is its effect on their costs. **(25 marks)**