INTERNATIONAL INTRODUCTORY CERTIFICATE IN LOGISTICS AND TRANSPORT

Introduction to Customer Service and Marketing

INTRO-M2

JUNE EXAMINATION 2024

Instructions to Candidates

- Duration of examination: **2.30 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

Explain in detail the communication process. **(25 marks)**

Question 2

Discuss critically the benefits of customer service in business. **(25 marks)**

Question 3

Explain the role of marketing in a logistics and transport company of your choice. **(25 marks)**

Question 4

(a) Explain why it is important to segment a market. **(10 marks)**

(b) Explain the basis for segmenting a market. **(15 marks)**

Question 5

Explain the extended marketing mix and their importance to a logistics and transport company of your choice. **(25 marks)**

Question 6

With the aid of examples, explain the acronym PESTEL. **(25 marks)**