INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT

MOVEMENT OF PEOPLE
DIP07

NOVEMBER EXAMINATION 2024

Note to Candidates

Candidates are advised to spend NOT more than 45 minutes on each question

Instructions to Candidates

- Duration of examination **3 HOURS**
- **Answer any FIVE questions in Section B**
- Questions may be answered in any order.
- Allocations of marks is indicated along each question.
- Credit will be given for citing relevant examples.
- Write legibly.

QUESTION 1

Discuss the role played by communication in the public transport system. **(20 marks)**

QUESTION 2

a) Define mobility index. **(5 marks)**

b) Evaluate the importance of the mobility index on passenger transport operations. **(15 marks)**

QUESTION 3

Discuss the view that 'most governments are paying lip service to the public transport needs of people with a mobility handicap'. How true is this statement in respect of Zimbabwe.
(20 marks)

QUESTION 4

Analyse the measures that can be taken by transport operators to mitigate the effects of peak demand and surplus off-peak capacity. **(20 marks)**

QUESTION 5

Explain the main issues facing a transport operator in dealing with uneven volumes of passenger traffic such as journeys made to and from work morning and evening. **(20 marks)**

QUESTION 6

Evaluate the importance of 4 Ps of marketing and market segmentation in the management of passenger transport in Zimbabwe. **(20 marks)**