INTERNATIONAL DIPLOMA IN LOGISTICS AND TRANSPORT

TRANSPORT & SOCIETY
DIP12

NOVEMBER EXAMINATION 2024

Instructions to Candidates

- Duration of examination: **3 HOURS**
- **Answer any FIVE 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

"A marketing information system is a continuing and interacting structure of people, equipment and procedures to gather, sort, analyse, evaluate and distribute pertinent, timely and accurate information for use by marketing decision makers, to improve their marketing planning, implementation and control."
(Source: Kotler, Marketing Management).

Describe the information that is included in the marketing information system as written by Kolter. **(20 marks)**

Question 2

In 600 words, describe the changes in travel patterns in your country over the last 20 years and provide reasons for these changes. **(20 marks)**

Question 3

With the aid of a diagram illustrate the Spinley and Bott findings on the middle and working class parents to transmit their culture, i.e. their attitudes, beliefs, values, etc., to their children and that these cultural differences. **(20 marks)**

Question 4

Clearly explain the practical mobility difficulties faced by over four million people in Zimbabwe today. **(20 marks)**

Question 5

"The arrival of railways changed everything and 'rail mania' made the use of canals and many long-distance coaches obsolete as effective forms of transport"
Describe the physical impact, social impact, residential impact, and the start of the decline that was brought when rail was built**.** **(20 marks)**

Question 6

Analyse the salient environmental challenges that have social consequences to human beings. **(20 marks)**