INTERNATIONAL INTRODUCTORY CERTIFICATE IN

LOGISTICS AND TRANSPORT

INTRODUCTION TO CUSTOMER SERVICE & MARKETING

INTRO- M2

NOVEMBER EXAMINATION 2024

Instructions to Candidates

- Duration of examination: **2.30 HOURS**
- **Answer ALL Questions in Section A and any THREE 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 legibly

SECTION A

QUESTION 1

a) List 6 ways through which a logistics and transport company can reducenegative impacts to the environment. **(6 marks)**

b) List four benefits of excessing good customer service. **(4 marks)**

(c) Explain the term "Customer is King" **(5 marks)**

d) List of steps of customer handling procedure **(10 marks)**

e) Name 5 roles of marketing in organisation. **(5 marks)**

f) List four benefits of good communication. **(4 marks)**

g) List the advantages of receiving complaints from customers. **(2 marks)**

h)List the aims and objectives of public relations. **(4 marks)**

SECTION B

Answer any THREE questions

QUESTION 2

For an organization that you are familiar with, explain how it will benefit fromintroducing a customer service department. **(20 marks)**

QUESTION 3

(a) Name the 4 Ps of marketing. **(4 marks)**

The four Ps of marketing are:

(b) Explain the purpose of the 4Ps of marketing in an organization of your choice in (a) above

(16 marks)

QUESTION 4

State the ways through which a logistics company can deliver good service to its customers**.**

(20 marks)

QUESTION 5

Explain the following terms giving relevant examples.

(i) 5PL **(5 marks)**
(ii) 2PL **(5 marks)**
(iii) 3PL **(5 marks)**
(iv) 4PL **(5 marks)**

(Total 20 marks)