



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

LOGISTICS AND TRANSPORT MANAGEMENT

MODULE: Logistics Marketing

PAPER NO: 550/23/M10

DURATION: 3 hours

JUNE 2026 EXAMINATION

REQUIREMENTS

1. Calculator
2. Pen
3. Ruler

INSTRUCTIONS TO CANDIDATE

1. Answer all questions.
2. All questions carry equal marks.

This paper consists of 2 printed page.

QUESTION 1

Develop a marketing plan of a haulage company for freight forwarding services. (20 marks)

QUESTION 2

Describe the consumer decision-making procedure which must be followed by public transport users. (20 marks)

QUESTION 3

Examine application of value chain concept as a marketing tool by freight liners to attain competitiveness. (20 marks)

QUESTION 4

Evaluate Porter's five (5) forces in relation to logistics and transport strategies. (20 marks)

QUESTION 5

Determine any five (5) marketing Ps for logistics services. (20 marks)

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