



# EAST AFRICAN SCHOOL OF AVIATION

## FINAL EXAMINATION

### ACM 03

#### SUBJECT: SERVICE INNOVATION

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**Duration: 2 HRS**

DATE:

TIME: 0900-1100hrs

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#### INSTRUCTIONS TO ALL CANDIDATES

1. Answer all questions.

1. Which among the following is considered a potential obstacle of developing a cargo strategy?
  - a) Availability of policy makers
  - b) Difficult policy makers
  - c) Familiarity with the related topics
  - d) Lack of data.
2. Which of the following is the odd one out?
  - a) Door To Door Delivery Saves You Money
  - b) It Saves You Time
  - c) It makes one to use effort in any given project
  - d) It is simpler
3. Door to door delivery is a convenient way for customers to stay free of arrangement with the shipment.
  - a) True
  - b) False
4. What are door to door sales?
  - a) It's when the sales reps prospect indirectly
  - b) It's when the sales reps prospect indirectly to companies.
  - c) It's when the sales reps prospect directly to individuals
  - d) It's a face to face activity
5. More importantly, door to door delivery offers \_\_\_\_\_
  - a) a much safer travel for the cargo
  - b) Saves agent's time
  - c) Improves general door to door services
  - d) A lot of revenue within a short period to the airport.
6. The first step to establishing the foundations of successful cargo advocacy is
  - a) Through policy making
  - b) Economic revitalization in the business world
  - c) Through formation of facilitation groups in any given company
  - d) Through economic analysis
7. Quality of air cargo infrastructure largely varies worldwide.
  - a) True
  - b) False
8. Each of the cargo chain actors has a specific role and responsibility, yet they are all \_\_\_\_\_ local cargo community.
  - a) partners
  - b) friends
  - c) Co-workers
  - d) Managers
9. It is important for airports to consider cargo opportunities and understand their \_\_\_\_\_
  - a) Work
  - b) Potential
  - c) Issues
  - d) Strategies
10. Name the first step in ensuring the foundations of a successful cargo advocacy.
  - a) Cargo development strategy
  - b) Cargo optimization
  - c) Economic analysis
  - d) Customer feedback
11. Growing an airports cargo traffic largely relies on the

- a) Longer airport runway
  - b) Reliable human resource
  - c) Ability to provide sufficient cargo infrastructure
  - d) Airports Ability to provide sufficient and quality air capacity
12. \_\_\_\_\_ is one of the most important factors for air cargo operators within the end to end supply chain.
- a) Enough airspace
  - b) Connectivity
  - c) Enough ground space
  - d) Warehouse
13. The following are factors for airlines in managing their networks. Which of the following is not?
- a) Availability of ground handling capacity
  - b) Quality of infrastructure
  - c) Well trained manager
  - d) Special cargo handling capacity
14. Airports can monitor the efficiency of their cargo operations and ensure availability of a quality service for its airline through the following except?
- a) Fast processing
  - b) Enough portage services
  - c) Secure handling
  - d) Reliable delivery
15. The success of a cargo hub relies on a large number of \_\_\_\_\_
- a) Travel agents
  - b) Air connection
  - c) Regulators and airports
  - d) Well managed civil aviation authority
16. Cargo stake holders, using their \_\_\_\_\_, airports can play an active part in responding to emerging cargo challenges such as digitization and sustainability – which are greatly rising in importance.
- a) Innovation
  - b) Wealth
  - c) Manpower
  - d) Influence
17. Developing a cargo strategy is an easy task, considering potential obstacles such as the lack of data, inflexible policies or simply, the lack of familiarity with the topic.
- a) True
  - b) False
18. Once \_\_\_\_\_ are identified and aligned with their local community, the airport can outline its vision and develop cargo capabilities. Complete the sentence.
- a) The strategies
  - b) Potential Cargo capabilities
  - c) Value drivers
  - d) Potential techniques
19. A journey towards Airport Cargo Strategy involves three important steps which one is not?
- a) Understanding the current situation
  - b) Defining a cargo vision and development plan
  - c) Putting up with new emergencies
  - d) Setting up capabilities and infrastructure

20. In service innovation customers want better, real time and predictive information about the actual delivery; 'your parcel is arriving now'. Customers expect no less than 100% on (OTIFNENC). What is **OTIFNENC** in full?
- On time-in full-no error-no contact
  - Other forms of transportation and emergency engagement on cargo
  - On the arrival full capacity no error-no contact
  - on time-in full-no error-no cargo
21. To balance cost-to-serve, parcel companies should be in control of delivery cost on customer level; deliveries and customers actually bring profit  
This can be achieved Based on \_\_\_\_\_
- Staff cooperation
  - Address intelligence
  - Airline coordination
  - Availability of enough connection
22. In e-groceries and the delivery of bigger products like furniture, customers could be incentivized through? \_\_\_\_\_
- Free gifts
  - Only token currencies
  - Free mileage allowances
  - Choosing the most efficient option from a cost perspective
23. It is likely that more cities will see similar penalties for non-compliant vehicles, or financial incentives to encourage the take-up of \_\_\_\_\_ for the last mile. Complete the statement.
- Zero emission vehicles
  - Environ friendly Operations
  - Environmental trainings
  - Environ friendly materials.
24. When doing Airport Cargo strategy cargo area master plan falls under which strategy?
- Setting up of capabilities and infrastructure
  - Developing the connectivity protocols
  - Defining a cargo vision and development plan
  - Understanding the current situation
25. The new service of door to door delivery, gives customers enough flexibility since they do not need to consolidate shipments in order to ? \_\_\_\_\_
- Operate easily
  - Improve operation
  - lower their expenses for import
  - Increase their productivity
26. In doing Airport digital and innovation falls under which strategy?
- Understanding the current situation
  - Setting up of capabilities and infrastructure
  - Developing the connectivity protocols
  - Defining a cargo vision and development plan
27. Social delivery networks will lead innovation in urban freight. The following are examples of future innovations in urban freight except?
- Sharing capabilities and capacities and co-loading
  - Sharing data with many private and public partners in the supply chain.

- c) Alternative 'token' currencies will enable collaboration
  - d) Unique cargo space allocation software
28. When doing Airport Cargo strategy checking on capacity and competitive position cargo falls under which strategy?
- a) Setting up of capabilities and infrastructure
  - b) Developing the connectivity protocols
  - c) Defining a cargo vision and development plan
  - d) Understanding the current situation
29. On tactical level, planning is becoming more critical, more dynamic, and much more fact based. Advanced planning tools, with simulation capabilities, will support a new generation of planners; perfect \_\_\_\_\_ prevents poor performance. Complete the sentence.
- a) Preparation
  - b) Collaboration
  - c) Coordination
  - d) Operation
30. An interesting fact: 70 percent of urban freight today is done by companies on own account and not by professional logistics service providers.
- a) True
  - b) False
31. The following are the key pillars of the D2D sales process which one is not?
- a) Qualifying the client
  - b) Pitching
  - c) Closing
  - d) Building rapport.
32. Growing an airport's cargo traffic largely relies on the ability to provide sufficient and quality air \_\_\_\_\_
- a) Capacity
  - b) Innovation
  - c) For the environment
  - d) Traffic
33. In developing their cargo business, airports should strive to provide a wide network covering \_\_\_\_\_ of interest and a range of operators and routes.
- a) Door to door service
  - b) cargo markets
  - c) Areas
  - d) Subject
34. Answer the statement. Quality of air cargo infrastructure largely varies \_\_\_\_\_
- a) In different regions
  - b) In Asian Countries
  - c) In Northern countries
  - d) Worldwide.
35. While most airports are not \_\_\_\_\_ involved in cargo operations.
- a) Directly
  - b) Indirect
  - c) Usually
  - d) None of the above
36. Complete the statement. Despite the recent attention, the potential of cargo development may not be entirely clear to airports since cargo generally represents a limited \_\_\_\_\_ of airport revenues on average.

- a) Share
  - b) Liability
  - c) Option
  - d) View
37. It is important for airports to consider cargo opportunities and understand their \_\_\_\_\_
- a) Need
  - b) Potential.
  - c) Importance
  - d) Future
38. delivery is mostly needed by students, travelers, or people who move around a lot and need shipping assistance with their boxes. The process normally involves the following except?
- a) Individual shipment monitoring
  - b) Guaranteed portage time
  - c) Parcel and pallet delivery service
  - d) Guaranteed service quality on arrival
39. Which of the following is the odd one out as far as the Door to Door delivery service is concerned?
- a) Door to Door Delivery Saves You Money
  - b) It Saves less Time
  - c) It Saves Effort
  - d) It is Simpler
40. New transport planning and scheduling systems will be developed using big data to forecast delivery \_\_\_\_\_(for tactical planning)
- a) Options
  - b) Structure
  - c) technology
  - d) routes
41. Follow-up: After the sale, the door to door salesperson should establish \_\_\_\_\_to ensure the customer received what they ordered, felt satisfied, and received answers to any questions they might have.
- a) A working condition
  - b) Rapport
  - c) Friendship
  - d) Contact
42. A successful door to door sales professional has traits that are supportive to the career. Which trait is related to the product knowledge.
- a) Hard work
  - b) Being Education
  - c) Resourceful
  - d) Being Polite
43. Emotional intelligence and the skill in the art of finding connections with other people is a skill that is only researched.
- a) True
  - b) False
44. Complete the statement. By using \_\_\_\_\_questions to gather information and using \_\_\_\_\_probes to establish needs, they uncover how their product or service can help solve the prospect's problems or answer their need
- a) close-ended, open-ended
  - b) open-ended 'open-ended

- c) close-ended, close-ended
  - d) open-ended, close-ended,
45. Acronyme WIFM has a meaning as far as traits of a successful door to door sales professional is concerned. What does it mean.
- a) Being able to establish rapport
  - b) Good questioning skill
  - c) Ability to provide the appropriate benefits of the service
  - d) It's a listening skill
46. In door to door service, being a market specialist refers to
- a) means offering all products and all product variations, not to the whole market, but to a limited market segment.
  - b) Training for a sales man's traits
  - c) A form of market specialization
  - d) Specializing on a particular type of shipment which is regularly transported on a given route
47. In door to door service, being a product specialist refers to
- a) A form of market specialization
  - b) Specializing on a particular type of shipment which is regularly transported on a given route
  - c) involves applying all possible variations to a given airfreight product.
  - d) means offering all products and all product variations, not to the whole market, but to a limited market segment.
48. In door to door service, being a situation specialist refers to
- a) This means using airfreight products and cargo marketing knowhow to solve specific problems in specific situation
  - b) Involves applying all possible variations to a given airfreight product.
  - c) Means offering all products and all product variations, not to the whole market, but to a limited market segment.
  - d) A form of market specialization
49. In door to door service, the statement '*Offer all the cargo products to the whole market*' means
- a) This means using airfreight products and cargo marketing knowhow to solve specific problems in specific situation
  - b) Involves applying all possible variations to a given airfreight product.
  - c) Means offering all products and all product variations, not to the whole market, but to a limited market segment.
  - d) involves offering a full service of all product variations to all market segments.
50. It's true that market changes in relation to growing technological innovations. What should happen in an instance where there has been a change in the operations?
- a) Solve specific problems in specific situation and for this case is the change
  - b) offering a full service of all product variations to all market segments.
  - c) Findings should be communicated both to relevant personnel within the cargo department and the market.
  - d) Make an analysis of the role of the company's air cargo opetions before acting

