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## Question 1

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**Question Type:** MultipleChoice

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Which of the following statements characterizes a supply chain of innovative products as opposed to functional products?

### Options:

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- A- Lead times are longer.
- B- Product life cycle is longer.
- C- Profit margins are lower.
- D- Demand uncertainty is higher.

### Answer:

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B

## Question 2

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**Question Type:** MultipleChoice

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A tool which allows content to be accessed, customized, and personalized to sell is called a(n):

**Options:**

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**A-** customer relationship management (CRM).

**B-** value-added network (VAN).

**C-** customer portal.

**D-** online catalog.

**Answer:**

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A

## Question 3

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**Question Type: MultipleChoice**

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Returning product containing hazardous material to the factory to be neutralized after its expiration date is an example of product:

**Options:**

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- A- reuse.
- B- remanufacturing.
- C- recovery.
- D- refurbishing.

**Answer:**

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C

## Question 4

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**Question Type: MultipleChoice**

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Which of the following circumstances best describes a roadblock to implementing customer relationship management (CRM)?

**Options:**

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- A- Lack of strategic alignment and integration within the organization

- B-** Limited defined industry standards
- C-** Deterioration of customer service levels
- D-** Increased access to information for supply chain partners

**Answer:**

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C

## Question 5

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**Question Type:** MultipleChoice

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Which of the following statements defines the function of the bill of lading (B/L)?

**Options:**

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- A-** A document that itemizes freight charges and receipt of freight services
- B-** A legally binding contract between the shipper and the buyer
- C-** A document that replaces the terms of agreement on the purchase order so that the driver can take possession of the freight
- D-** A legally binding document providing the driver and the carrier all the details needed to process the freight shipment

**Answer:**

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D

## Question 6

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**Question Type:** MultipleChoice

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Which of the following areas of concern is an important strategic inventory management decision?

**Options:**

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- A-** How much inventory to order for each replenishment cycle
- B-** Who is responsible for inventory record accuracy
- C-** Where in the supply chain inventory should be kept
- D-** When requests for additional inventory should be created for supply chain partners

**Answer:**

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A

## Question 7

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**Question Type:** MultipleChoice

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After two firms have established an initial relationship to apply the principles of collaborative planning, forecasting, and replenishment (CPFR) for products, the next logical step is to:

**Options:**

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- A- share forecasts for the products with each other.
- B- obtain orders for the products and enter them into the master schedule.
- C- create joint business plans for the products.
- D- negotiate prices and profit expectations for the products.

**Answer:**

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A

## Question 8

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**Question Type:** MultipleChoice

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Which of the following activities is an aspect of proper demand management?

**Options:**

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- A- Prioritizing shop orders to meet demand
- B- Facilitating the use of resources to meet demand
- C- Using demand to calculate takt time
- D- Considering all sources of demand

**Answer:**

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B

## Question 9

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**Question Type: MultipleChoice**

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Which of the following processes is key to customer relationship management (CRM)?



**Options:**

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- A- Event logging
- B- Demand planning
- C- Market segmentation
- D- Market research

**Answer:**

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B

## Question 10

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**Question Type: MultipleChoice**

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Which of the following techniques require close coordination between product and process design?

**Options:**

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- A- Concurrent engineering

**B-** Sequential engineering

**C-** Priority planning

**D-** Voice of the customer (VOC)

**Answer:**

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B

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