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Question 1

Question Type: MultipleChoice

A company desires to use customer relationship management (CRM) to enable supply chain collaboration. Implementation of CRM will enable the organization to most effectively:

Options:

- A- sell their products and services to customers by using economic incentives.
- B- provide supply chain visibility to customers and enable them to view the status of orders.
- C- provide means of identifying, capturing, and retaining customers by aligning all resources and capabilities.
- D- enable web-based order entry and electronic data interface.

Answer:

B

Question 2

Question Type: MultipleChoice

Which of the following risks does currency fluctuation pose if a company is operating globally?

Options:

- A- It creates a requirement for additional inventory.
- B- It impacts supplier performance due to frequent replenishment.
- C- It requires compensation to local governments.
- D- It changes the relative profit expected from the sales.

Answer:

D

Question 3

Question Type: MultipleChoice

A company that produces a set of standard products, which are sold through multiple channels, would segment its sales by:

Options:

A- brand.

B- product.

C- customer.

D- region.

Answer:

B

Question 4

Question Type: MultipleChoice

A company planning to build collaborative relationships with trading partners should first:

Options:

A- implement technology for information sharing.

- B-** document transaction rules and procedures.
- C-** organize cross-enterprise teams.
- D-** ensure commitment from top management.

Answer:

D

Question 5

Question Type: MultipleChoice

A key concept distinguishing six sigma from lean manufacturing and just-in-time (JIT) concepts is:

Options:

- A-** reducing waste.
- B-** eliminating inventories.
- C-** keeping process variability within limits.
- D-** designing quality into products and processes.

Answer:

D

Question 6

Question Type: MultipleChoice

Which of the following terms represents a time series forecasting technique?

Options:

A- Mean absolute deviation (MAD)

B- Moving average

C- Causal

D- Multiple regression

Answer:

B

Question 7

Question Type: MultipleChoice

Which of the following operations is the best example of reuse?

Options:

- A- Manufacturing new products from worn tires
- B- Utilizing wastepaper as packaging material
- C- Making animal feed from fresh food scraps
- D- Extracting precious metals from used electronics

Answer:

A

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