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Question 1

Question Type: MultipleChoice

When using the supplier positioning model to help determine purchasing strategies, which of the following best describes routine purchases?

Options:

- A- Low-expenditure purchases where supply is plentiful and there is little risk for the buying organization
- B- High-expenditure purchases which carry a significant degree of risk for the buying organization
- C- Low-expenditure purchases where supply is limited and there is some degree of risk for the buying organization
- D- High-expenditure purchases where there is a large number of suppliers in the marketplace.

Answer:

A

Question 2

Question Type: MultipleChoice

Which of the following is an appraisal cost of quality?

Options:

- A- Inspection staff
- B- ISO 9000 accreditation
- C- Quality training
- D- Warranty costs.

Answer:

C

Question 3

Question Type: MultipleChoice

With which of the following is supplier appraisal mainly concerned?

Options:

- A- Securing the lowest possible cost for purchases
- B- Ensuring that deliveries are made on time
- C- Reducing exposure to risk for the buying organization
- D- Measuring the suppliers performance over time

Answer:

D

Question 4

Question Type: MultipleChoice

Which of the following is likely to be regarded as a support function in an organization?

Options:

- A- Distribution

B- Production

C- Finance

D- Sales

Answer:

B

Question 5

Question Type: MultipleChoice

Which of the following stages of new product development is likely to yield the least potential cost saving for an organization?

Options:

A- Detailed design of the product

B- Conceptual design of the product

C- Results of market launch

D- Production of the product.

Answer:

B

Question 6

Question Type: MultipleChoice

Which of the following would be most likely to support a successful strategy of cost leadership for an organization?

Options:

- A- Tailoring the product or service to a niche in the market
- B- Developing a brand image that appeals to upwardly mobile customers
- C- Undertaking a rigorous efficiency review
- D- Offering the lowest prices to customers

Answer:

B

Question 7

Question Type: MultipleChoice

For which of the following purposes would an organization use 'Porter's Five Forces' analysis? (2 marks)

Options:

- A- To understand the nature of its resource use
- B- To understand the nature of its logistics system
- C- To understand the nature of the opportunities and threats it faces
- D- To understand the nature of its competitive position.

Answer:

A

Question 8

Question Type: MultipleChoice

From a supplier's point of view, which of the following might best represent a buyer with very high demands relating to quality but with only a modest amount to spend?

Options:

- A- A buyer to be developed
- B- A buyer to be exploited
- C- A buyer to become a partner
- D- A buyer to be regarded as a nuisance.

Answer:

D

Question 9

Question Type: MultipleChoice

Which of the following is regarded as a 'prevention cost' in relation to quality control.

Options:

- A- Inspection staff and equipment
- B- Warranty claims
- C- Loss of customers
- D- Staff education and training.

Answer:

C

Question 10

Question Type: MultipleChoice

Select the answer that best fills the gap in the following sentence:

The stage of conceptual design in new product development saves _____ amount of money in a cost reduction programme.

Options:

A- the least

B- a substantial

C- a moderate

D- the most.

Answer:

C

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