

NPTEL

Course Name: Management Information System

Assignment 4

1. Which of the following is NOT a component of CRM?
 - a. People
 - b. Processes
 - c. Technology
 - d. Raw materials

2. CRM can help in reducing the costs of which areas?
 - a. Marketing, sales, and customer service
 - b. Production, inventory, and logistics
 - c. Human resources, finance, and IT
 - d. Research, development, and compliance

3. What is the "bullwhip effect" in supply chain management?
 - a. A strategy to increase production speed
 - b. The uncertainty caused by distorted information flowing up and down the supply chain
 - c. A method to increase inventory levels
 - d. A process to automate customer service

4. What are the impacts of Bull-Whip effect?
 - a. Excess inventories
 - b. Increased wastage
 - c. Stockouts
 - d. All of these

5. Which of the following is not a method of coping with the Bull-Whip effect?

- a. **Transportation**
- b. Establish a demand-driven supply chain
- c. Eliminate gaming in shortage situations
- d. Break order batches into smaller lots

6. What are the challenges in supply chain management?

- a. Traceability
- b. Cost
- c. Quality of food supply
- d. **All of these**

7. Which of the following technologies are used in supplier collaboration?

- a. Portal
- b. Collaborative Forecasting
- c. Inventory collaboration
- d. **All of these**

8. What is the primary feature of lean systems in supply chain management?

- a. **Elimination of waste**
- b. Increasing production speed
- c. Reducing customer interaction
- d. Enhancing financial reporting

9. CRM analytics can provide insights into which of the following areas?

- a. **Sales, marketing, and customer service**
- b. Production, inventory, and logistics
- c. Human resources, finance, and IT
- d. Research, development, and compliance

10. Which one of the following is not a key capability of e-commerce applications?

- a. Online ordering
- b. Inventory control
- c. Campaigns
- d. Online auctions