**Module 1 Graded Quiz**

*Passed*

10/10 points earned (100%)

Quiz passed!

**Correct**

1 / 1 points

1. The DuPont analysis uses the following ratios except:

Equity multiplier

Operating margin

Asset turnover

**Debt ratio**

**Correct**

1 / 1 points

2. Order qualifiers define the features that customers expect in the production and delivery of a company's products. Which one of the following statements regarding this concept is true?

All the dimensions of order qualifiers should be equally emphasized in order to service increasingly competitive markets.

Fast food chains such as McDonald's emphasize high performance quality rather than consistent quality.

**Often, there are trade-offs among order qualifiers and winners; thus, the best emphasis is situational.**

The strategy of emphasizing lower price is most appropriate when the product is highly differentiated.

**Correct**

1 / 1 points

3. Quickly filling customer orders is evidence of:

**Delivery speed**

Delivery reliability

Product variety

Product development speed

**Correct**

1 / 1 points

4. Building a low-cost operations capability generally implies:

Facilities designed for low volumes

Lots of extra product features

Low equipment utilization

**Limited options for customization**

**Correct**

1 / 1 points

5. The position of a meal-server at a sit-down restaurant would be classified as:

Inner office

**Front office**

Hybrid office

Back office

**Correct**

1 / 1 points

6. Which of these is a service employee that primarily works in the back office?

A taxi driver

The hostess at a restaurant

A loan consultant at a bank

**The payroll clerk that calculates employee paychecks**

**Correct**

1 / 1 points

7. DuPont analysis provides information on:

Ratio of sales to advertising expenses

Percentage of production outsourced

Ratio of inventory investments to sales

**Operating margin and asset turnover ratio**

**Correct**

1 / 1 points

8. An order qualifier is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A characteristic of a product or service that a customer does not expect

A characteristic of a product or service that will contribute to winning business from customers

**A characteristic of a product or service that a customer expects as a minimum standard**

A characteristic present only in a high quality product or service

**Correct**

1 / 1 points

9. \_\_\_\_\_\_\_\_\_\_\_\_\_ operations consist of resources and transformation processes that convert inputs into outputs.

**Both service and manufacturing**

Only service

Neither service nor manufacturing

Only manufacturing

**Correct**

1 / 1 points

10. What is the relationship between potential productive efficiency and the degree of customer contact?

The higher the potential productive efficiency, the higher the degree of customer contact.

The higher the degree of customer contact, the higher the potential productive efficiency.

**The lower the degree of customer contact, the higher the potential productive efficiency.**

There is very little or no relationship between potential productive efficiency and the degree of customer contact.