

___ of the supply chain includes the company's suppliers, the suppliers' suppliers, and the processes for managing relationships with them. *

- ☐ The upstream portion
- ☐ The downstream portion
- ☐ The horizontal portion
- ☐ All the choices

In ____, the price of a product varies depending on the demand characteristics of the customer or the supply situation of the seller. *

- ☐ Strategic pricing
- ☐ Volatile pricing
- ☐ Fluctuating pricing
- ☐ Dynamic pricing

The ____ provides the foundation, or platform, on which the firm can build its specific information systems. *

- ☐ IT networks
- ☐ IT infrastructure
- ☐ IT capabilities
- ☐ IT components

_____ is based on the relationship between the revenue produced by a specific customer, the expenses incurred in acquiring and servicing that customer, and the expected life of the relationship between the customer and the company. *

- ☐ Customer lifetime value
- ☐ Customer lifelong value
- ☐ Customer all-time value
- ☐ Customer relationship value

In a __, production master schedules are based on forecasts or best guesses of demand for products *

- ☐ Pull-based model
- ☐ Option 2
- ☐ PushPull-based model
- ☐ Push-based model
- ☐ None of the choices

___ are accomplished through digital networks spanning the entire organization or linking multiple organizations.

*

- ☐ Core business functions
- ☐ Core business processes
- ☐ Core business applications
- ☐ None of the above

A firm's ____ describes how the firm will earn revenue, generate profits, and produce a superior return on investment.

*

- ☐ Profit model
- ☐ Business model
- ☐ Revenue model
- ☐ Sales model

__ in CRM systems provide information and tools to increase the efficiency of call centers, help desks, and customer support staff. *

- ☐ Customer service modules
- ☐ Customer care modules
- ☒ Customer support modules
- ☐ Customer satisfaction modules

__ uses many of the same data, tools, and systems as customer relationship management to enhance collaboration between a company and its selling partners *

- ☐ ERM
- ☐ ERP
- ☐ PRM
- ☒ CRM



From a consumer point of view, ubiquity *
reduces _____, —the costs of
participating in a market

- ☐ Market cost
- ☐ Transaction costs
- ☐ Supply chain costs
- ☒ Ownership costs