

Business Analytics



UNIVERSITAT DE
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Facultat d'Economia
i Empresa

Test Solutions

- What is "Value Chain" in a company.
 - **A) Set of activities that a firm operating in a specific industry performs in order to deliver a valuable product or service for the market.**
 - B) Is the set of activities that a company undertakes to maintain sustainable revenue growth.
 - C) Tool used to optimize the processes developed in a company by identifying the resources used for each of them and reducing them if necessary.
 - D) None of the other answers is correct

Execution. Value Chain

- A value chain is a set of activities that a firm operating in a specific industry performs in order to deliver a valuable product or service for the market.
- The idea of the value chain is based on the process view of organizations, the idea of seeing a manufacturing (or service) organization as a system, made up of subsystems each with inputs, transformation processes and outputs.
- Inputs, transformation processes, and outputs involve the acquisition and consumption of resources – money, labor, materials, equipment, buildings, land, administration and management. How value chain activities are carried out determines costs and affects profits.

Test Solutions

- Identifies examples of primary activities in a company's value chain:
 - A) Inbound Logistics, Operations and Procurement
 - B) Outbound Logistics, Marketing and Sales, Human Resource Management.
 - **C) Inbound Logistics, Operations, Outbound Logistics, Marketing and Sales**
 - D) None of the other answers is correct

Execution. Value Chain

- Primary activities
 - Inbound Logistics: arranging the inbound movement of materials, parts, and/or finished inventory from suppliers to manufacturing or assembly plants, warehouses, or retail stores
 - Operations: concerned with managing the process that converts inputs (in the forms of raw materials, labor, and energy) into outputs (in the form of goods and/or services).
 - Outbound Logistics: is the process related to the storage and movement of the final product and the related information flows from the end of the production line to the end user
 - Marketing and Sales: selling a product or service and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
 - Service: includes all the activities required to keep the product/service working effectively for the buyer after it is sold and delivered.

Test Solutions

- Support activities in a company's value chain identify
 - A) Set of activities that can be outsourced in a company without reducing the capacity to generate sales
 - **B) Activities that are necessary in an enterprise but do not necessarily add incremental value to the product or service offered**
 - C) all those support activities to the production and marketing areas that generate value in the activities of a company.
 - D) None of the other answers is correct

Test Solutions

- Value Chain Analysis will help us to identify
 - A) Activities the company undertake to deliver a product or service.
 - B) For each activity the company identifies what it should add to greatest value for the consumer.
 - C) Whether it is worth making changes, and then plan for action.
 - **D) All other answers are correct**



Thank You



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