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QQ2

Part 1

0 points possible (ungraded)

When people talk about a firm's 'first tier' or 'tier one' suppliers, they mean:

- ☐ a) those suppliers that are first to the market
- ☐ b) those suppliers that are that firm's number 1 priority
- ☐ c) those suppliers that are also that firm's customers
- ☒ d) those suppliers that sell directly to that firm ✓

Explanation

Tier-1 suppliers (like tier-1 customers) are those that touch and deal with the firm directly. Second tier suppliers, in turn, would sell to the tier-1 suppliers.

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Part 2

0 points possible (ungraded)

The direction of a flow in a supply chain is often compared to a river, where:

- ☐ a) suppliers are constantly moving downstream with their customers
- ☐ b) upstream is closer to the customer and downstream is closer to the supplier
- ☒ c) downstream is closer to the customer and upstream is closer to the supplier ✓
- ☐ d) the direction of the stream will depend on the type of product and supplier

Explanation

It is helpful to think of product flowing from the raw source downstream to the customers. As the product moves through various supply chains, its value increases.

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