Which of the product categories designated by Marshall L. Fisher would be the most likely classification for a custom product that has a six-month lead time?

* Make-to-stock innovative product
* Make-to-order innovative product
* Make-to-order functional product
* Make-to-stock functional product

After performing an extensive customer survey, what else does an organization need to do to discover whether there are any customer requirements being missed in the market?

* + - Complete a variance analysis.
    - Perform brainstorming.
    - Scan what the competitors are offering.
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What is the most important thing for an organization to establish before it attempts to break into a market with many competitors or when the market conditions are considered challenging due to the economy?

* Relationships with competitors
* Asset footprint
* Clear competitive advantage
* Large cash reserve

Which of the following is a supply chain strategy based on the business strategy of product differentiation?

* Keeping minimal inventory of the base model and expand ing inventory of options
* Using discount pricing
* Keeping safety stock
* Target costing

A sporting goods store sells some items at a low margin and steady demand (such as tennis balls),some items at a high margin and unpredictable demand (such as jogging outfits),and some items only during certain seasons (such as snowboarding equipment). Which of the following would provide the simplest and most effective supply chain solution for this company?

* One supply chain for seasonalgoods and one for the remaining goods
* One supply chain for all goods
* One supply chain for steady low-margin goods and one for exceptions
* One supply chain for steady low-margin goods, one for unpredictable high-margin goods, and one for seasonalgoods

What is a key thingto understand about an organization's macro environment?

* The macro environment cannot be controlled, only understood.
* Only the marketing department has any influence over the macro environment.
* The organization's strategic decisions can have a large impact on the macro environment.
* The macro environment sustainability safeguards need to be economically cost-effective.

Which two forces have the most significant impact in revolutionizing supply chain management?

1. Increased project complexity and scope
2. Market Stabilization
3. Global expansion
4. Use of third-party logistics providers

* I and II only
* I and Ill only
* II and Ill only
* II and IV only

Target costing is

* designing a product to meet a specific cost objective.
* designing a product and thensubtracting profit from the planned selling price.
* designing a product to have a specific price point that rema ins the same.
* researching the competition's prices and setting your product price accordingly.

According to Michael Porter, in his influential work on business strategy Competicive Advantage, what else needs to be integrated into a business plan if it already specifies customer service, sales channels, a value system and an asset footprint?

* Whether to compete on cost, focus, or differentiation
* How it will respond to the competition and gain market share
* What its core capabilities are and what will be outsourced
* Whether to use make-to-stock or some other operating model

Which of the following describes mass marketing?

* Organizations can use it only if they arc offering a standardized product.
* Organizations can use it only if they arc offering a simplified product.
* Organizations advertise based on the shared values of multiple segments.
* Organizations must have a product that has just one market segment.

When setting supp ly chain strategy at a firm that isn't the nucleus firm, which of the following is the most important to focus on?

* What's good for one's own firm
* Whacts good for the nucleus firm
* What's good for the final customer
* What's good for extended supply chain partners

In today's world,supply chains can be described as moving toward which c haracteristics?

* Interdependence, self-contained,and playing a tactical role
* Independence,collaboration,and playing a tactical role
* Dependence,self-contained, and playing a strategic role
* Interdependence, collaboration,and playing a strategic role

Which cf the following is true about the supply chain adding value for customers and stakeholders?

* The value is added at the end of the supply chain process.
* Profit margins decrease as the value of a product or service increases.
* From their perspective,it must increase the product's or service's utility.
* Adding va lue typically increases the final cost for the customer.

What does the erm "flattening of the globe" refer to?

* The decreasing comp lexity of verticalsupply chains around the globe
* The diminishing height or structure of globalsupply chains
* The shrinking of the world into one globa leconomy
* The flattening of organizational structures around the globe

A manufacturer, a distributor,a wholesaler, and a retailer all agree to base their orders on actualconsumer orders instead of performing detailed forecasts based on each party's Tier 1 customers' actual orders. Which of the following will result, and what are the likely risks of this method?

* The push/pull line moves back to the manufacturer but at the risk of greater overtime or rush orders.
* The push/pull line moves back to the manufacturer but at the risk of inventory obsolescence or the bullwhip effect.
* The push/pull line moves toward the retailer but at the risk of excessive safety stock.
* The push/pull line moves toward the retailer but at the risk of inventory obsolescence or the bullwhip effect.

The widest demand variability in the bullwhip effect generally occurs at which of the following nodes?

* Distributor
* Manufacturer
* Retail customer
* Supplier

What is the business strategy of an organization that develops a deep understanding of customer needs and then provides fewer options to select from than the competition?

* Low cost different iation
* Customer experience differentiation
* Product focus
* Low cost niche marketing

Which of the following is a business strategy that is not typically compatible with a low price strategy?

* Transportation
* Niche marketing
* Location and retail facil ity design
* Resource extraction

A design engineer is creating a product that conforms to customer needs according to market research. Which of the following is the most important secondary design element that the engineer should include in the design?

* It has a lower price than the competitor's product.
* It has more features than the competitor's product.
* It can be sold for a positive return.
* It can reach the market quickly.

Which of the following actions would best aid a supply chain in becoming demand-driven?

* Adopt software to receive orders as quickly as possible.
* Develop agility for more frequent changeovers, staffing,or process switching.
* Replenish field inventories at a centralsupply facil ity.
* Produce to the forecast and send finished products to inventory.

What is an essential component of an organization's business model?

* A fullset of financial statements
* How it expects to make a profit based on its operations
* Investments it plans to make in financial products
* A defined end date and measurable objectives

Which of the following strategies guides the others into alignment?

* Marketing strategy
* Business strategy
* Operations strategy
* Supply chain strategy