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- C. perceived value
- D. speed
- E. value

**Answer:** C

**QUESTION:** 391

What impact does the proliferation of product and service options have on forecasting customer demand for a specific model?

- A. it makes forecasting easier
- B. it has no impact on forecasting since the volume remains unchanged
- C. it makes forecasting more difficult
- D. the demand for a specific model has no impact on forecasting

**Answer:** C

**QUESTION:** 392

All of the following are reasons why companies are adding more services around their products EXCEPT:

- A. commoditization of products
- B. need to get closer to the customer
- C. desire of companies to compete on price
- D. increase in IT capabilities that make this offering possible

**Answer:** C

**QUESTION:** 393

If there are 400 units available for sale and the relationship between demand and price can be expressed by the equation: Demand =  $1000 - 0.5 * \text{Price}$  which of the following revenue management strategies will typically yield the greatest total revenue?

- A. set price at a single value
- B. have a two tier pricing strategy
- C. have a three tier pricing strategy
- D. have a pricing strategy with as many tiers as there are market segments that are price or time sensitive

**Answer:** D

**QUESTION:** 394

Which formula below is used to calculate cash-to-cash cycle time?

- A. days of outstanding sales

- B. inventory days of supply plus days of sales outstanding
- C. inventory days of supply plus days of sales outstanding minus average payment period for materials
- D. inventory days of supply minus average payment period for materials
- E. days of sales outstanding minus inventory days of supply

**Answer:** C

**QUESTION:** 395

Which measure below defines the number of days required to achieve an unplanned, sustainable 20 percent increase in production?

- A. delivery performance to request
- B. upside production flexibility
- C. supply chain response time
- D. order fulfillment lead time
- E. total inventory days of supply

**Answer:** B

**QUESTION:** 396

All of the following are effects of e-markets on suppliers EXCEPT:

- A. allow suppliers to reduce marketing and sales costs
- B. allow relatively large suppliers to expand their horizons
- C. allow suppliers in fragmented industries to access spot markets
- D. allow suppliers to better use their available capacities and inventories

**Answer:** B

**QUESTION:** 397

Many startup e-markets offer all of the following EXCEPT:

- A. serving as an intermediary between buyers and suppliers
- B. conducting the auction
- C. identifying, qualifying, and supporting suppliers
- D. decreasing the number of suppliers involved in the bidding event
- E. identifying saving opportunities

**Answer:** D

**QUESTION:** 398

What type of e-market would involve a single, typically large, buyer?

- A. public

- B. consortium
- C. private
- D. A or B
- E. all of the above

**Answer:** C

**QUESTION:** 399

All of the following are ways e-markets have affected buyers EXCEPT:

- A. increased market reach
- B. better collaboration with suppliers
- C. clear direction about the type of marketplace a firm should compete within
- D. remove inefficiencies from their supply chains

**Answer:** C

**QUESTION:** 400

All of the following describe indirect materials EXCEPT:

- A. referred to as MRO
- B. part of finished product
- C. not part of the manufacturing process
- D. essential for the business to operate

**Answer:** B

**QUESTION:** 401

Which production scheduling technique is used with the third stage of SAP's Stages of Excellence (i.e., integrated internally)?

- A. basic MRP
- B. no planning
- C. advanced planning systems (APS)
- D. constraint-based planning

**Answer:** D

**QUESTION:** 402

Which production scheduling technique is used with the fourth stage of SAP's Stages of Excellence (i.e., multi-enterprise integrated)?

- A. basic MRP
- B. no planning

- C. advanced planning systems (APS)
- D. constraint-based planning

**Answer:** C

**QUESTION:** 403

Which group of users are most impacted by a DSS?

- A. all end-users
- B. small group of decision makers
- C. most middle managers
- D. executives

**Answer:** B

**QUESTION:** 404

Which group of users are most impacted by an ERP system?

- A. all end-users
- B. small group of decision makers
- C. most middle managers
- D. executives

**Answer:** A



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