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QUESTION 1

Point-of-sale information fails to measure actual demand most likely because: A. holidays interrupt typical sales patterns.

B. inventory levels are inaccurate.

C. there is lag time in the system.

D. data about lost sales cannot be captured.

Correct Answer: D

QUESTION 2

Thinking in terms of which of the following promotes the broadest look at a company's offerings and its customers?

A. quality

B. cost

C. perceived value

D. speed

E. value

Correct Answer: C

QUESTION 3

What is the primary role of marketing in supporting supply chain management?

A. Selecting favored supplier partners

B. Developing efficient customer channels

C. Focusing on short-term forecasting accuracy

D. Working with research and development on slow-moving products

Correct Answer: B

QUESTION 4

Which U.S. Customs regulation gives priority customs clearance to businesses that have tighter supply chain security?

A. Priority Clearance Act



B. C-TPAT

C. EDIFACT

D. Safe Harbor Act E. AIDC

Correct Answer: B

QUESTION 5

After a customer has discontinued service, how long should the company wait to re- establish communication?

A. less than a week

B. 2 weeks

C. 4 weeks

D. never contact again

Correct Answer: A

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