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QUESTION 1

The focus of collaborative supply chain management differs from a transactional approach by its emphasis on the:

- A. transportation of goods to the next link in the chain.
- B. flow of product information up to the next level of the chain.
- C. flow of demand information and cash up the chain.
- D. flow of supply into an organization.

Correct Answer: C

QUESTION 2

An advantage of using a third-party logistics service (3PL) is improved:

- A. on-time delivery of shipments due to higher inventory levels.
- B. cost structure due to economies of scale.
- C. access to smaller markets due to localization.
- D. risk visibility due to inventory consolidation.

Correct Answer: B

QUESTION 3

Which of the following do many practitioners associate with the term "collaboration" as applied to supply chains?

- A. information sharing
- B. collaborative planning
- C. joint decision making
- D. supply chain restructuring

Correct Answer: A

QUESTION 4

CRM loyalty programs are designed with all of the following considerations in mind EXCEPT:

- A. desired customer behavior
- B. positioning -- implications of loyalty programs



C. cost and benefit structure of program elements

D. service requirements of offering

Correct Answer: D

QUESTION 5

Lifetime customer relationships enhance profit in all of the following ways EXCEPT:

A. lifetime customers lower total marketing costs

B. it becomes increasingly easier to satisfy lifetime customers

C. lifetime customers buy a narrower product line

D. lifetime customers increase revenue and profit opportunities

Correct Answer: C

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