

206- Supply Chain Management

1. What characterizes a Push-based supply chain?

- A) Customer-driven inventory management
- B) Real-time demand fulfillment
- C) Production based on forecasts
- D) Collaborative network structure

Answer: C) Production based on forecasts

2. In a commodity and cost-centric supply chain, what is the primary focus?

- A) Customer satisfaction
- B) Collaboration with partners
- C) Cost reduction and efficiency
- D) Flexibility and adaptability

Answer: C) Cost reduction and efficiency

3. What is the key tradeoff between Push and Pull strategies in a supply chain?

- A) Agility vs. Efficiency
- B) Cost vs. Profit
- C) Flexibility vs. Predictability
- D) Globalization vs. Localization

Answer: A) Agility vs. Efficiency

4. When is a Pull-based strategy more suitable in a supply chain?

- A) High demand uncertainty
- B) Stable and predictable demand

- C) Focus on cost efficiency
- D) Centralized decision-making

Answer: A) High demand uncertainty

5. Which supply chain structure emphasizes the importance of collaborative networks and flexibility in partnerships?

- A) Push-based SC
- B) Commodity-centric SC
- C) Agile SC
- D) Cost-centric SC

Answer: C) Agile SC

6. Identifying the appropriate Push or Pull strategy for a supply chain involves consideration of:

- A) Profit margins
- B) Customer expectations
- C) Trade-offs between cost and flexibility
- D) All of the above

Answer: D) All of the above

7. What does a shift from enterprise to network imply in supply chain structure?

- A) Decentralized decision-making
- B) Increased focus on cost reduction
- C) Collaboration and interconnectedness

D) Emphasis on individual performance

Answer: C) Collaboration and interconnectedness

8. In a cost-centric supply chain, what is the primary consideration for decision-making?

A) Customer preferences

B) Collaboration with suppliers

C) Cost minimization

D) Innovation and agility

Answer: C) Cost minimization

9. What is a distinctive feature of a Pull-based supply chain?

A) Production based on forecasts

B) Reactive to customer demand

C) Emphasis on cost efficiency

D) Enterprise-focused decision-making

Answer: B) Reactive to customer demand

10. What is the significance of non-transferrable ownership in the context of supply chain structure?

A) Centralized control

B) Decentralized decision-making

C) Collaboration and shared ownership

D) Limited flexibility

Answer: C) Collaboration and shared ownership

11. What type of flow involves the movement of products from suppliers to manufacturers in the supply chain?

- A) Information flow
- B) Product flow
- C) Demand flow
- D) Fund flow

Answer: B) Product flow

12. In which direction does the demand flow in the downstream direction of a supply chain?

- A) From customers to manufacturers
- B) From manufacturers to suppliers
- C) From distributors to retailers
- D) From retailers to manufacturers

Answer: A) From customers to manufacturers

13. Which flow involves the movement of funds along the supply chain?

- A) Product flow
- B) Services flow
- C) Information flow
- D) Fund flow

Answer: D) Fund flow

14. What characterizes reverse supply chain flows?

- A) Movement of products from customers to manufacturers
- B) Information flow from suppliers to manufacturers
- C) Demand flow from retailers to manufacturers
- D) Movement of funds from retailers to manufacturers

Answer: A) Movement of products from customers to manufacturers

15. In the upstream direction of a supply chain, what is the primary focus of information flow?

- A) Customer preferences
- B) Supplier performance
- C) Distribution logistics
- D) Demand forecasting

Answer: B) Supplier performance

16. What does the term "Flows" refer to in the context of supply chain management?

- A) Movement of products only
- B) Movement of goods, services, information, funds, and demand
- C) Direction of product movement
- D) Collaboration between partners

Answer: B) Movement of goods, services, information, funds, and demand

17. What is the role of information flow in supply chain management?

- A) Physical movement of products
- B) Sharing data between partners
- C) Movement of funds
- D) Forecasting demand

Answer: B) Sharing data between partners

18. What type of flow involves the movement of services in a supply chain?

- A) Product flow

- B) Information flow
- C) Services flow
- D) Fund flow

Answer: C) Services flow

19. In the downstream direction, what is the primary focus of demand flow in a supply chain?

- A) From manufacturers to retailers
- B) From suppliers to manufacturers
- C) From customers to manufacturers
- D) From retailers to distributors

Answer: C) From customers to manufacturers

20. What does "Forecast flows" in the upstream direction of a supply chain involve?

- A) Predicting customer preferences
- B) Anticipating supplier demands
- C) Projecting future product movements
- D) Analyzing fund movement patterns

Answer: B) Anticipating supplier demands

21. What is a driving force behind the shift from linear supply chains to collaborative networks in SCM?

- A) Cost reduction
- B) Innovation
- C) Flexibility of partnerships
- D) Decentralized decision-making

Answer: C) Flexibility of partnerships

22. How does the impact of globalization affect Total Supply Chain Management?

- A) Reduces complexity of processes
- B) Increases centralization
- C) Requires a shift from operations to services
- D) Limits outsourcing opportunities

Answer: C) Requires a shift from operations to services

23. What is a result of power shifts in the supply chain that demands flexibility in partnerships?

- A) Increased collaboration
- B) Centralized decision-making
- C) Reduced outsourcing
- D) Limited core competencies

Answer: A) Increased collaboration

24. What is a key characteristic of the changing business landscape driving the shift from Operations to Services?

- A) Increased centralization
- B) Decreased technological revolution
- C) A focus on linear supply chains
- D) A shift towards service-oriented business models

Answer: D) A shift towards service-oriented business models

25. What is a consequence of increased complexity of processes in Total Supply Chain Management?

- A) Streamlined decision-making
- B) Reduced outsourcing opportunities
- C) A demand for flexibility in partnerships
- D) A shift towards linear supply chains

Answer: C) A demand for flexibility in partnerships

26. In the context of SCM, what does the term "outsourcing" refer to?

- A) Centralized decision-making
- B) Collaborative networks
- C) Subcontracting processes to external partners
- D) Increased core competencies

Answer: C) Subcontracting processes to external partners

27. What is a key factor in the increased complexity of processes in Total Supply Chain Management?

- A) Reduced collaboration
- B) Streamlined decision-making
- C) Decentralized partnerships
- D) Globalization and technological revolution

Answer: D) Globalization and technological revolution

28. What is a significant outcome of power shifts in the supply chain?

- A) Decreased collaboration
- B) Centralized decision-making
- C) Demands for flexibility in partnerships
- D) Reduced outsourcing opportunities

Answer: C) Demands for flexibility in partnerships

29. What does the shift from linear supply chains to collaborative networks emphasize?

- A) Increased centralization
- B) Decreased demand for flexibility
- C) Limitation of partnerships
- D) Core competencies and flexible collaborations

Answer: D) Core competencies and flexible collaborations

30. How does technological revolution impact Total Supply Chain Management?

- A) Decreases complexity of processes
- B) Increases centralization
- C) Requires a shift towards linear supply chains
- D) Drives a shift from operations to services

Answer: D) Drives a shift from operations to services

31. Which building block in SCM involves managing resources and capacities effectively?

- A) Customer focus
- B) Resources and capacity management

C) Procurement and supplier focus

D) Inventory management

Answer: B) Resources and capacity management

32. What is the focus of operations management in SCM building blocks?

A) Distribution management

B) Managing customer relationships

C) Streamlining procurement

D) Efficient production and delivery processes

Answer: D) Efficient production and delivery processes

33. What does "VMI" stand for in the context of SCM building blocks?

A) Vendor Managed Inventory

B) Value-added Management Initiative

C) Virtual Manufacturing Integration

D) Vertical Marketing Intelligence

Answer: A) Vendor Managed Inventory

34. What is the role of Kanban in creating a Lean Supply Chain?

A) JIT Purchasing

B) JIT Production

C) JIT Transportation

D) Demand forecasting

Answer: A) JIT Purchasing

35. In SCM building blocks, what is the significance of creating a Lean Supply Chain?

- A) Maximizing inventory
- B) Reducing waste and inefficiencies
- C) Centralized decision-making
- D) Focusing on customer satisfaction

Answer: B) Reducing waste and inefficiencies

36. Which building block involves the efficient management of procurement and relationships with suppliers?

- A) Customer focus
- B) Resources and capacity management
- C) Procurement and supplier focus
- D) Inventory management

Answer: C) Procurement and supplier focus

37. What does "JIT Transportation" aim to achieve in SCM building blocks?

- A) Efficient production
- B) Minimizing transportation costs
- C) Maximizing inventory levels
- D) Centralized decision-making

Answer: B) Minimizing transportation costs

38. What is the primary focus of distribution management in SCM building blocks?

- A) Streamlining procurement
- B) Managing customer relationships

- C) Efficient product distribution
- D) Creating a Lean Supply Chain

Answer: C) Efficient product distribution

39. What does "Kanban" contribute to in SCM building blocks?

- A) JIT Production
- B) JIT Transportation
- C) VMI
- D) Efficient inventory management

Answer: A) JIT Production

40. In SCM building blocks, what is the significance of overlooking customer focus and demand?

- A) Centralized decision-making
- B) Efficient production
- C) Aligning supply chain activities with customer needs
- D) Focusing on procurement processes

Answer: C) Aligning supply chain activities with customer needs

41. What characterizes an empowered consumer in the context of Customer Value?

- A) Dependence on suppliers
- B) Active decision-making and information access
- C) Centralized decision-making
- D) High reliance on push-based strategies

Answer: B) Active decision-making and information access

42. What are the three dimensions of customer service in the context of Customer Value?

- A) Availability, operational performance, flexibility
- B) Availability, operational performance, reliability
- C) Collaboration, innovation, efficiency
- D) Cost reduction, innovation, flexibility

Answer: B) Availability, operational performance, reliability

43. What is the primary focus of customer satisfaction in Customer Value?

- A) Enhancing customer satisfaction
- B) Customer expectations
- C) Limitations of customer satisfaction
- D) Achieving customer success

Answer: A) Enhancing customer satisfaction

44. What does the term "Customer Success" involve in the context of Customer Value?

- A) Achieving customer success
- B) Limitations of customer satisfaction
- C) Value-added services
- D) Customer value requirement mapping

Answer: A) Achieving customer success

45. In Customer Value, what is the primary focus of customer-focused marketing and supply chain service outputs?

- A) Cost reduction
- B) Availability, operational performance, reliability

C) Innovation

D) Flexibility

Answer: B) Availability, operational performance, reliability

46. What is the role of CRM (Customer Relationship Management) in Customer Value?

A) Limiting customer satisfaction

B) Achieving customer success

C) Enhancing operational performance

D) Reducing flexibility

Answer: B) Achieving customer success

47. What is a limitation of customer satisfaction in the context of Customer Value?

A) Achieving customer success

B) Customer expectations

C) Enhancing customer satisfaction

D) Flexibility and innovation

Answer: B) Customer expectations

48. What is the significance of "Value-added services" in achieving Customer Value?

A) Limiting customer satisfaction

B) Enhancing customer success

C) Achieving customer satisfaction

D) Reducing operational performance

Answer: B) Enhancing customer success

49. What is the term used for mapping customer requirements to provide value in Customer Value?

- A) Customer expectations
- B) Customer value requirement mapping
- C) Customer-focused marketing
- D) CRM (Customer Relationship Management)

Answer: B) Customer value requirement mapping

50. In Customer Value, what does "operational performance" refer to?

- A) Achieving customer satisfaction
- B) Flexibility and innovation
- C) Efficiency and reliability in service delivery
- D) Limitations of customer satisfaction

Answer: C) Efficiency and reliability in service delivery