Testpassport Q&A

La meilleure qualité le meilleur service

http://www.testpassport.fr

Service de mise à jour gratuit pendant un an

Exam : **CSCP**

Title : Certified Supply Chain Professional

Version : DEMO

1.A company manufactures special products for select customers. When demand for these products drops, the manufacturer can switch the production line to a commodity-type product that can be sold on the open market at reduced terms to generate cash.
The company is executing a corporate strategy that is based on:
A. customer focus and alignment.
B. forecast accuracy.
C. multiple downstream channels.
D. multiple upstream supply chains.
Answer: D

2.Which of the following corporate strategies is most consistent with a flexible supply chain strategy?
A. Being the low-price leader
B. Providing the highest-quality service
C. Providing mature products with stable sales
D. Emphasizing the quality of the product
Answer: B

3.The main benefit of a mass customization product design strategy is to:
A. sell high quantities of product to specific customer segments.
B. achieve economies of scale in purchasing components.
C. offer more product variety while keeping inventories low.
D. avoid assembly of finished products.
Answer: C

4.A company plans to maximize profitability by charging more for its products at retail locations than on its website.
Which of the following segmentation strategies would best support this plan?
A. Group
B. Channel
C. Regional
D. Location
Answer: B

5.Companies are more likely to consider the consequences of their product design decisions when they view the reverse supply chain as an extension of the:
A. forward supply chain.
B. marketing process.
C. manufacturing process.
D. sales and operations planning process.
Answer: A