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QUESTION 1

Which of the following terms refers to an integrated approach of simultaneously selling to consumers through multiple distribution channels?

- A. Omni-channel
- B. Multi-channel
- C. Business-to-consumer (B2C)
- D. E-commerce

Correct Answer: B

QUESTION 2

The allocation of revenues and costs to customer segments or individual customers in order to estimate segment value is known as:

- A. customer relationship management (CRM).
- B. customer profitability analysis.
- C. customer service analysis.
- D. customer standardization analysis.

Correct Answer: A

QUESTION 3

A non-profit transportation membership cooperative that arranges for the domestic or international shipment of member's cargo over any mode of transportation is known as a(n):

- A. freight bureau.
- B. freight broker association.
- C. shipper's association.
- D. integrated service provider.

Correct Answer: C

QUESTION 4

Which of the following types benchmarking would a company utilize in order to determine why a significant gap exists in its order fill rates?



- A. Performance benchmarking
- B. Process benchmarking
- C. Product benchmarking
- D. Strategic benchmarking

Correct Answer: B

QUESTION 5

Which of the following rules specifies whether the importer is responsible for insuring cargo?

- A. World Trade Organization (WTO) rule
- B. Lloyds of London rule
- C. Incoterms ?rule
- D. Shipper\\'s rule

Correct Answer: A

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