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QUESTION 1

Which of the following is the most important result when a company implements customer relationship management?

- A. Profits are maximized.
- B. Retention of key customers is increased.
- C. Product options are increased.
- D. Transaction costs are decreased.

Correct Answer: B

QUESTION 2

Which of the following actions typically increases the customer perception of product or service value?

- A. Increasing safety stock levels
- B. Implementing promotional plans
- C. Achieving order fulfillment expectations
- D. Expanding distribution channels

Correct Answer: C

QUESTION 3

Total line-haul costs vary directly with:

- A. weight shipped.
- B. distance shipped.
- C. shipping time.
- D. the number of times a shipment is handled.

Correct Answer: B

QUESTION 4

All of the following are predictable obstacles to building a successful collaborative supply chain EXCEPT:

- A. suboptimization
- B. conflicting individual incentives and organizational goals



- C. bottlenecks caused by weaker partners
- D. trust-based relationships
- E. technology barriers

Correct Answer: D

QUESTION 5

Which of the following tools will facilitate greater collaboration as the supply chain matures?

- A. Supplier relationship management (SRM) to select a vendor
- B. Customer relationship management (CRM) to automate the sales force
- C. Supply chain event management (SCEM) to increase visibility of changing situations
- D. Enterprise resources planning (ERP) to forecast demand

Correct Answer: C

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