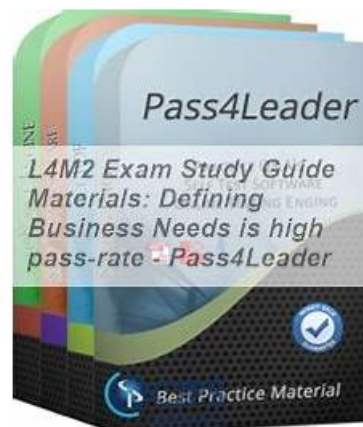


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CIPS Defining Business Needs Sample Questions (Q255-Q260):

NEW QUESTION # 255

Company A sells a product for \$100. The total unit variable costs are \$60. Fixed costs as in its account are \$20,000. How many products does the company have to sell to achieve break-even point?

- A. 0
- **B. 1**
- C. 2
- D. 3

Answer: B

Explanation:

Break even point = Fixed costs/(Price-variable cost). In this case, break even point = 20,000/(100-60) = 500 Reference: LO 1, AC 1.2

NEW QUESTION # 256

Which of the following are typical benefits of through-life asset management to buying organisation? Select the TWO that apply.

- **A. Better capability of supplier over time**
- B. Greater supplier's bargaining power
- C. Lower risks as there are many suppliers accountable for costs and service over the life of the asset
- D. Shorter specifications
- **E. Lower total cost of ownership**

Answer: A,E

Explanation:

According to Andrew Graves, "Through-life Management involves the life-cycle management of the products, services and activities required to deliver a fully integrated capability to the customer, while reducing the cost of ownership for the customer." Benefits of through-life asset management can be:

- Lower total life-cycle costs
- Better match between the asset and end-user's needs
- Better supplier capabilities over time because it gains experience of buying organisation's needs.

Reference: CIPS study guide page 131

LO 3, AC 3.2

NEW QUESTION # 257

To strengthen its market presence, ABC Group decided to develop a new product. A cross-functional team was formed to discuss the scope and the functions of the product. They will also survey the potential customers to see what they like, what they love, and what they dislike. What is this process called?

- A. Value analysis
- B. Product standardisation
- **C. Value engineering**
- D. Cash flow analysis

Answer: C

Explanation:

As you can see from the scenario, ABC Group is developing the new product. It might be using value engineering. The latter sentences confirm this: the cross-functional team in ABC is mapping the functions and surveying the customers. Their method is known as Kano model.

NEW QUESTION # 258

When preparing through-life specification, which of the following requirements should procurement team define besides the physical asset? Select TWO that apply.

- **A. Customer service**
- B. Available substitute

- C. Logistics and installation
- D. Market analysis
- E. Objectives

Answer: A,C

Explanation:

Through-life Management involves the life-cycle management of the products, services and activities required to deliver a fully integrated capability to the customer, while reducing the cost of ownership for the customer.

Diagram, table Description automatically generated

Source: Andrew Graves

With through-life management, buyer not only cares about the physical asset but also other factors like customer services and maintenance.

Reference: CIPS study guide page 130

LO 3, AC 3.2

NEW QUESTION # 259

In Kano model, which of the following types of requirement should be excluded from the product or service?

- A. Performance requirements
- B. Attractive requirements
- C. Reverse requirements
- D. Must-be requirements

Answer: C

Explanation:

Kano model of excitement and basic quality (Kano et al, 1984; Berger et al, 1993; Matzler et al, 1996) brings a different perspective for the analysis of improvement opportunities in products and services because it takes in consideration the asymmetrical and non-linear relationship between performance and satisfaction. The Kano model classifies customers requirements in three categories (figure 3):

- Basic Requirements (or Must-be requirement). The basic requirements fulfill the basic functions of a product. If they are not present or their performance is insufficient, customers will be extremely dissatisfied. On the other hand, if they are present or have sufficient performance, they don't bring satisfaction. Customers see them as prerequisites. For instance, for luxury automobiles, "air bags" are considered basic. A customer won't feel satisfied if the automobile has "air bag", however he/she will not buy it if "air bag" is not present.
- Performance Requirements (or One-dimensional requirements). As for these requirements, satisfaction is proportional to the performance level - the higher the performance, the higher the customer's satisfaction will be and vice-versa. Gas consumption in automobiles is an example of these requirements. Usually customers explicitly demand performance requirements.
- Excitement Requirements (or Attractive requirements). These requirements are key to customer satisfaction. If they are present or have sufficient performance, they will bring superior satisfaction. On the other hand, if they are not present or their performance is insufficient, customers will not get dissatisfied. For instance, a surprise gift at the end of a dinner in a restaurant will certainly bring satisfaction, but it will not cause dissatisfaction if not offered. These requirements are not demanded nor expected by customers. Two other types of requirements may be identified in the Kano model: neutral and reverse ones. Neutral requirements do not bring either satisfaction or dissatisfaction. Reverse requirements bring more satisfaction if absent than if present.

Reference:

- Integrating Kano model and QFD for Designing New Products
- CIPS study guide page 171-172

NEW QUESTION # 260

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