

# 有用的L5M6資料和資格考試中的領先供應商和無與倫比的L5M6：Category Management



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## CIPS L5M6 考試大綱：

主題	簡介
主題 1	<ul style="list-style-type: none"><li>Understand the Strategic Impact of a Category Management Process: This section evaluates the strategic insight of a Procurement Manager into how category management influences organizational performance. It explores the use of data-driven decision-making and market intelligence to shape sourcing strategies and drive sustainable procurement outcomes.</li></ul>
主題 2	<ul style="list-style-type: none"><li>Understand Approaches that Can Be Used to Develop Category Management Strategies: This section of the exam measures the skills of Procurement Managers and focuses on understanding how category management strategies are formulated within procurement functions. Candidates are expected to differentiate between strategic and conventional sourcing, evaluate how these approaches support long-term supplier relationships, and align them with organizational goals. The section also emphasizes the role of category management in enhancing sourcing efficiency and achieving cost optimization.</li></ul>
主題 3	<ul style="list-style-type: none"><li>Understand the Concepts, Tools, and Techniques Associated with Managing Expenditure: This section of the exam measures the analytical abilities of a Category Analyst and focuses on expenditure management techniques within category management. It explores how organizations identify, classify, and analyze different types of spend to enhance procurement efficiency and value creation.</li></ul>

## L5M6最新題庫資源，L5M6軟件版

要想通過CIPS L5M6考試認證，選擇相應的培訓工具是非常有必要的，而關於CIPS L5M6考試認證的研究材料是很重要的一部分，而我們PDFExamDumps能很有效的提供關於通過CIPS L5M6考試認證的資料，PDFExamDumps的IT專家個個都是實力加經驗組成的，他們的研究出來的材料和你真實的考題很接近，幾乎一樣，PDFExamDumps是專門為要參加認證考試的人提供便利的網站，能有效的幫助考生通過考試。

### 最新的 CIPS Certification L5M6 免費考試真題 (Q78-Q83):

#### 問題 #78

Bill is collecting data on a mobile phone category item. Which of the following can he find from the phone's 'line item' details? [Select TWO]

- A. Price
- B. Components
- C. Quantity ordered
- D. Functionality

答案：A,C

#### 解題說明：

Line item details provide specific transactional information about a purchased product, such as the quantity ordered and the price paid. This information is critical for category managers who rely on spend data to analyse patterns, negotiate supplier agreements, and benchmark costs.

Other details such as functionality or components are not typically captured in line item data. These relate more to specifications and technical design documents rather than financial records.

By analysing line item data across multiple purchases, category managers can identify trends such as bulk- buying opportunities, price fluctuations, and supplier performance. It also assists in spend analysis, which is a fundamental step in category management for mapping categories and identifying cost-saving opportunities.

[Ref: CIPS L5M6 Study Guide, p.134 - Line item detail in spend analysis]

#### 問題 #79

Francis is a Category Manager within a large agricultural company which has over 10 categories. He believes that the Category with the largest spend (in £) is the most important category to the business. Is he correct?

- A. No - All categories are equally as important to the business
- B. No - This fails to address the importance of the item to the organisation's service / product
- C. Yes - A larger spend signifies that the category is buying larger volumes of items than other categories
- D. Yes - Categories with larger budgets buy more important items

答案：B

#### 解題說明：

Francis is not correct. Spend alone does not determine the importance of a category. For example, a high- spend category may include non-critical items, while a lower-spend category may include bottleneck or strategic items essential to operations. The importance of a category is determined by its impact on organisational goals and supply risk, not just spend.

Reference: CIPS L5M6 Study Guide, p.98

#### 問題 #80

Which of the following industries is the only one that does not have a specific SIC code?

- A. Retail
- B. Finance
- C. Agriculture
- D. Services

答案: D

解題說明:

The services industry does not have a specific SIC code because it is highly diverse, spanning multiple activities that do not fit neatly into a single classification.

[Ref: CIPS L5M6 Study Guide, p.88 - SIC classification limitations]

問題 #81

ABC Ltd is a manufacturer of hi-tech IT equipment and is operating in an industry set to grow substantially over the next 10 years. What type of industry could this be described as?

- A. Bear industry
- B. Cow industry
- C. Bull industry
- D. Dog industry

答案: C

解題說明:

A bull industry is one that is experiencing sustained growth, driven by technological innovation, consumer demand, or favourable market conditions. The opposite is a bear industry, which is in decline. The terms are borrowed from stock market language but are also used in category management to describe the overall trajectory of an industry. For ABC Ltd, operating in a bull industry means it must prepare for higher demand, increased competition, and potential supplier shortages. This requires a proactive category strategy that focuses on securing long-term supplier relationships, investing in innovation, and managing risks associated with rapid growth. Recognising industry cycles ensures that procurement strategies are forward-looking and aligned with long-term organisational objectives. Misclassifying an industry's trajectory could lead to missed investment opportunities or poor resource allocation.

Reference: CIPS L5M6 Study Guide, p.150

問題 #82

A category which includes raw materials required in large quantities and high volumes is often known as what?

- A. Primary Category
- B. Demand Category
- C. House Category
- D. Direct Category

答案: D

解題說明:

A Direct Category refers to spend on items that are directly linked to the production of goods or delivery of services. For manufacturers, this includes raw materials, components, and items required in high volumes that form part of the finished product. These categories are critical because supply disruptions or price volatility can have significant impacts on production and customer delivery. Conversely, Indirect Categories refer to goods and services not directly linked to production, such as cleaning services, IT systems, or office supplies.

Effective management of direct categories often involves long-term supplier relationships, strategic sourcing, and risk management. Since they directly affect business continuity, procurement strategies must prioritise availability, cost stability, and quality. Category managers often use Kraljic's Matrix and forecasting tools to design robust sourcing strategies for direct categories.

Reference: CIPS L5M6 Study Guide, p.4

問題 #83

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