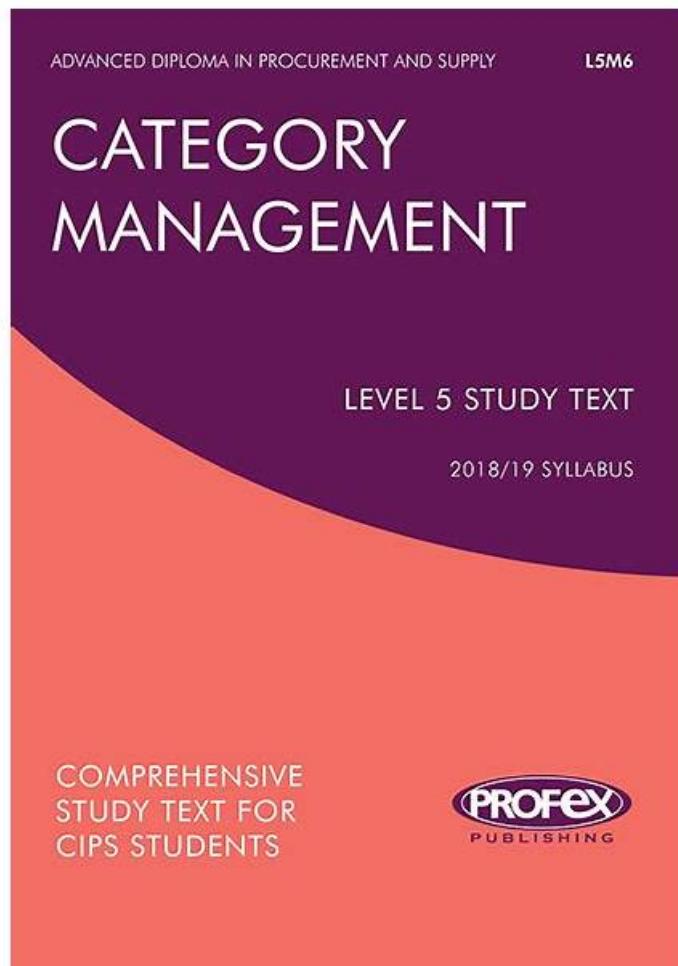


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CIPS Category Management Sample Questions (Q51-Q56):

NEW QUESTION # 51

In Category Management, often a small number of categories can be responsible for a large proportion of spend. What is this principle commonly known as? Select TWO.

- A. Pareto Principle
- B. The 5 Forces
- C. 80-20 Rule
- D. Six Sigma

Answer: A,C

Explanation:

The Pareto Principle, also known as the 80/20 Rule, states that around 80% of outcomes are generated by 20% of inputs. In category management, this means that a small number of categories often account for the majority of total spend. Identifying these high-impact categories allows procurement professionals to focus resources where they deliver the most value. For example, managing a few strategic or high-spend categories rigorously may yield more savings and risk reduction than spreading efforts across all categories equally. The principle reinforces the need for prioritisation and focus in procurement strategies. While Six Sigma and Porter's Five Forces are useful tools in other contexts, they are unrelated to spend distribution. Applying Pareto effectively helps organisations achieve better results with limited resources by focusing on what matters most.

Reference: CIPS L5M6 Study Guide, p.22

NEW QUESTION # 52

Which of the following are key components to the success of a CFT (cross-functional team)? Select TWO.

- A. Members from at least 4 different functions are brought together
- B. All members have technical expertise in the area
- C. The team has endorsement from company leadership
- D. The CFT has an articulated purpose

Answer: C,D

Explanation:

Cross-Functional Teams (CFTs) are essential in category management, as they bring together expertise from different areas of the organisation. Their success depends on having a clear, articulated purpose and endorsement from leadership to ensure authority and resource allocation. It is not necessary to have exactly four functions (the guidance suggests three or more), nor for all members to have technical expertise-CFTs should balance technical, procurement, legal, and operational knowledge. Strong leadership support ensures the team's recommendations are implemented, while a clear purpose ensures alignment and focus. Without these, CFTs risk becoming unfocused discussion groups with limited impact.

Reference: CIPS L5M6 Study Guide, p.63

NEW QUESTION # 53

Which of the following form part of Cialdin's 7 Principles of Persuasion? Select THREE.

- A. Morality
- B. Social proof
- C. Commitment
- D. Liking
- E. Power

Answer: B,C,D

Explanation:

Cialdin's 7 Principles of Persuasion are key behavioural insights relevant to procurement negotiations and stakeholder management.

They are:

- * Reciprocity
- * Commitment/consistency
- * Social proof/consent
- * Authority
- * Liking
- * Scarcity
- * Unity

Options social proof, commitment, and liking are directly part of this framework. These principles are used to influence supplier behaviour, build stakeholder alignment, and negotiate effectively. For example, demonstrating that other organisations have adopted a strategy (social proof) can increase acceptance, while establishing rapport (liking) improves cooperation. Procurement professionals who understand these principles can navigate complex stakeholder environments more effectively.

Reference: CIPS L5M6 Study Guide, p.66

NEW QUESTION # 54

In A.T. Kearney's 7 Step Model of Strategic Sourcing, which of the following should be done first?

- A. **Supplier portfolio generation**
- B. Selection of implementation path
- C. Continuous benchmarking of supply market
- D. Competitive supplier selection

Answer: A

Explanation:

The first step in A.T. Kearney's 7 Step Model of Strategic Sourcing is Supplier Portfolio Generation. The model provides a structured approach to sourcing, beginning with an understanding of current spend and supplier landscape before progressing to strategy development and implementation.

The seven steps are:

- * Profile spend and supply base.
- * Develop sourcing strategy and cost comparison.
- * Generate supplier portfolio.
- * Select implementation path.
- * Select competitive suppliers.
- * Integrate operations with suppliers.
- * Continuously benchmark supply market.

The reason supplier portfolio generation is first is because procurement must identify potential suppliers and the overall supply base structure before choosing strategies or engaging in competitive selection. Skipping this step risks building a strategy without understanding available market options.

Thus, while options C and D are important later in the process, they cannot occur without first mapping the supplier portfolio.
[Ref: CIPS L5M6 Study Guide, Chapter 1.2 - Strategic Sourcing Models, esp. p.31-32]

NEW QUESTION # 55

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

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

Answer: C

Explanation:

A Bull Industry is one that is experiencing strong growth, with positive demand and market expansion expected in the future. In financial terms, "bull" markets are characterised by optimism, rising investment, and business confidence.

For ABC Ltd, operating in a high-growth IT sector, this categorisation is appropriate because demand is projected to increase. This means opportunities exist for innovation, supplier partnerships, and long-term strategic sourcing.

By contrast:

* Bear industries represent declining markets, where firms face shrinking demand.

* Dog and Cow industries are not recognised terms within category management; they are distractors in this question.

Identifying whether an industry is in a bull or bear phase helps Category Managers assess market risks, supplier relationships, and investment priorities.

[Ref: CIPS L5M6 Study Guide, p.150 - Market classifications: bull vs bear industries]

NEW QUESTION # 56

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