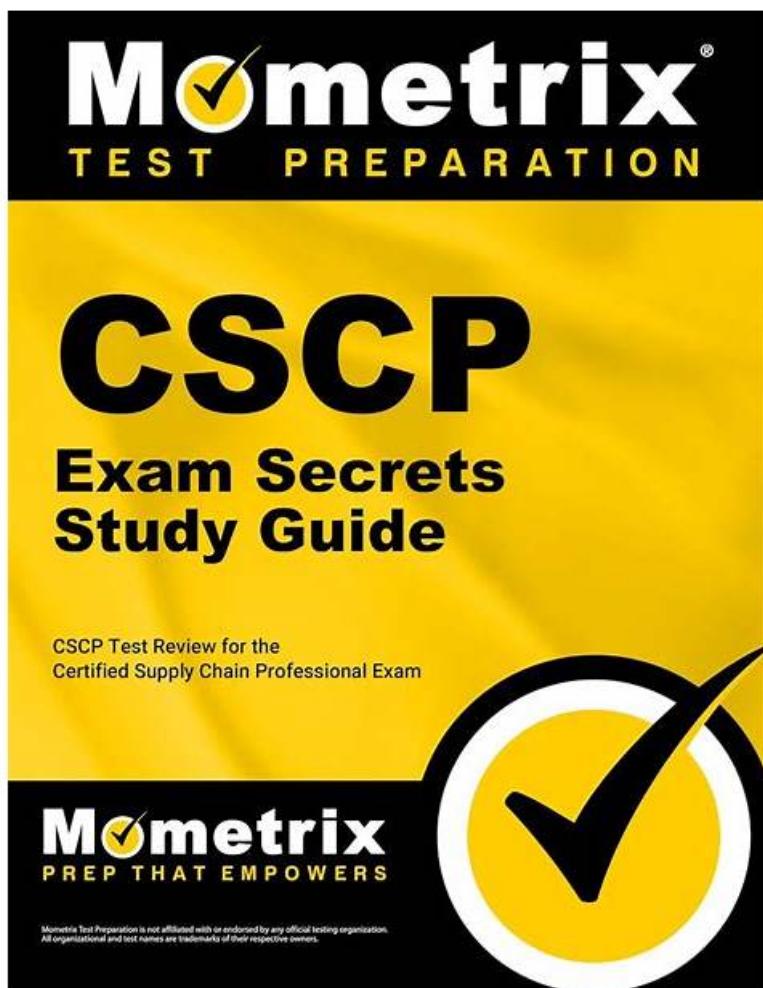


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APICS Certified Supply Chain Professional Sample Questions (Q81-Q86):

NEW QUESTION # 81

Which of the following actions typically would be the first step in implementing the philosophy of customer relationship management?

- A. Documenting the objectives for implementation
- B. Developing a map of the customer segments
- **C. Creating a customer-centric organization**
- D. Selecting an information technology solution

Answer: C

NEW QUESTION # 82

Which of the following techniques is most effective for a company to sell high-volume products to multiple market segments?

- A. Commoditization
- **B. Mass customization**
- C. Mass production
- D. Market targeting

Answer: B

Explanation:

Mass customization is a technique that combines the flexibility and personalization of custom-made products with the low unit costs associated with mass production. By leveraging advanced technologies and processes, companies can offer products tailored to individual customer preferences while still achieving high-volume production efficiencies. This approach enables companies to cater to multiple market segments by providing a variety of product options, features, and configurations that appeal to different customer needs without sacrificing economies of scale. This method is particularly effective in markets where customers demand both variety and personalized products.

References:

- * Pine, B. J. (1993). "Mass Customization: The New Frontier in Business Competition." Harvard Business School Press.
- * Tseng, M. M., & Jiao, J. (2001). "Mass Customization." In Handbook of Industrial Engineering (pp. 684-709). Wiley.

NEW QUESTION # 83

Transforming company policies into objectives and specific goals creates a:

- **A. balanced scorecard.**
- B. organizational benchmark.
- C. supply chain metric.
- D. performance standard.

Answer: A

Explanation:

Transforming company policies into objectives and specific goals creates a balanced scorecard. Here's why:

- * Strategic Alignment: The balanced scorecard translates a company's strategic vision and policies into actionable goals and objectives across various perspectives (financial, customer, internal processes, learning, and growth).
- * Performance Measurement: It provides a framework for measuring performance against these goals, ensuring that all levels of the organization are aligned and working towards the same objectives.
- * Holistic View: The balanced scorecard offers a comprehensive view of organizational performance by including both financial and non-financial metrics.

* Continuous Improvement: By regularly reviewing performance against the balanced scorecard, organizations can identify areas for improvement and adjust their strategies accordingly.

References:

* Kaplan, R. S., & Norton, D. P. (1996). The Balanced Scorecard: Translating Strategy into Action.

Harvard Business Review Press.

* Niven, P. R. (2006). Balanced Scorecard Step-by-Step: Maximizing Performance and Maintaining Results. Wiley.

NEW QUESTION # 84

The ultimate goal of a supply contract is to achieve which of the following outcomes?

- A. Minimize the risk of stockouts for the buyer.
- B. Reduce the risk of excess inventory for the supplier.
- C. Decrease quality issues and product returns.
- D. Share risk and increase profits for both entities.

Answer: D

Explanation:

The ultimate goal of a supply contract is to achieve a win-win outcome for both the buyer and the supplier, where they share the risk and increase the profits of their business relationship¹². A supply contract can help achieve this goal by establishing clear and fair terms and conditions that align the incentives, expectations, and responsibilities of both parties³⁴. A supply contract can also help foster trust, collaboration, and innovation between the buyer and the supplier, which can enhance their competitive advantage and customer satisfaction.

NEW QUESTION # 85

The product life cycle begins with which step?

- A. growth
- B. decline
- C. maturity
- D. introduction
- E. development

Answer: E

NEW QUESTION # 86

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