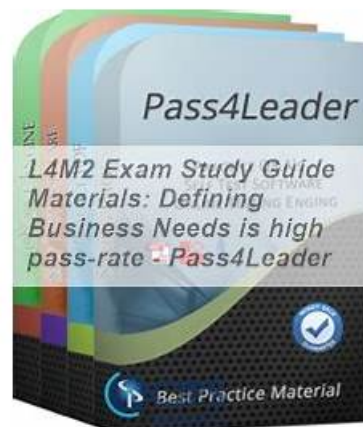


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CIPS Defining Business Needs Sample Questions (Q234-Q239):

NEW QUESTION # 234

Which of the following are typically included in a conformance specification? Select TWO that apply.

- A. List of outcome
- B. Brand name
- C. Product dimensions
- D. Packaging requirements
- E. Product functions

Answer: C,D

Explanation:

A conformance specification is a specification that defines the technical and physical characteristics and/or measurements of a product, such as physical aspects (e.g. dimensions, colour, and surface finish), design details, material properties, energy requirements, processes, maintenance requirements and operational requirements.

On the other hand, performance specification typically includes list of output or outcome or functional requirements. Brand name can be a part of performance specification because brand is a re-minder of quality that customers remember. For example, when talking about Roll Royce, people will think about an elegant car.

Reference: CIPS study guide page 118-124

LO 3, AC 3.1

NEW QUESTION # 235

A garment manufacturer supplies global retailers with t-shirts, shirts, and linen trousers. Because of currency fluctuations, the manufacturer is aware that they must control their direct costs in order to ensure profits. Which of the following is a direct cost for the garment manufacturer?

- A. Facilities rent
- B. Cotton fabric
- C. Utilities cost
- D. Office staff payroll

Answer: B

Explanation:

Detailed Explanation: Cotton fabric is a direct cost because it is directly attributable to the production of the garments. Costs like rent, utilities, and payroll are indirect costs associated with running the business.

Reference: CIPS Level 4, Cost Categorization in Procurement.

NEW QUESTION # 236

Builder Inc is a rapidly expanding business in construction sector. Due to an increase in projects, it cannot manage the flow of materials by Excel spreadsheets but by more dedicated software. Who would be a key internal stakeholder in defining software compatibility with company's current system?

- A. IT team
- B. Finance team
- C. Executive team
- D. Procurement team

Answer: A

Explanation:

Internal stakeholders may contribute to defining needs and drafting the specification by using their technical expertise. In this scenario, IT team may consult procurement team on the technical specification of the software, including compatibility with company's current IT system.

Reference: CIPS study guide page 173-174

LO 3, AC 3.4

NEW QUESTION # 237

Lucy, a junior procurement analyst, has been asked to assess the competitive forces in the garden furniture market. XYZ Ltd is the largest producer of garden furniture in the country. It produces 70% of all the garden furniture manufactured, while the second largest manufacturer produces less than 5% of the garden furniture for the country. Which power does XYZ Ltd possess?

- A. Substitute power
- B. Purchasing power
- C. Supplier bargaining power
- **D. Buyer bargaining power**

Answer: D

NEW QUESTION # 238

Dana is an automobile manufacturer. It has a new electrification strategy that aims at making eco-friendly electric pick-up trucks. To implement this strategy, the procurement department must source new categories of parts that make motors, sensors, solenoids and stators. He starts to analyse the market by identifying specific supply market segments for those parts and finding suppliers who have the best capabilities in those segment. He intends to segment the market based on specific features of the products. Which variable is used by Dana procurement manager to shape and manage supply market?

- A. Channel segments
- **B. Product segments**
- C. Buyer segments
- D. Geographical segments

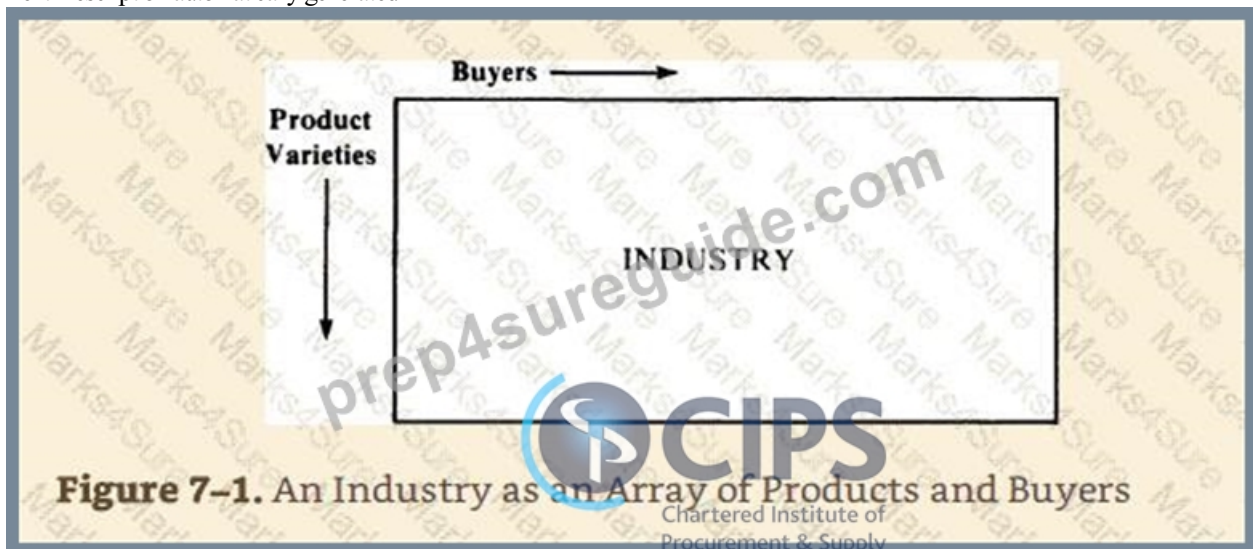
Answer: B

Explanation:

In sales and marketing, market segmentation is the process of trying to understand clusters of customers in terms of their buying behavior and their buying characteristics. There are some traditional segmentation approaches: geography, demography, types of industry and the benefits. Then there are newer segmentation approaches: behavioral, situational, and psychographic.

Procurement professionals can learn market segmentation from sales and marketing. Segmenting the market can help them to shape and manage the supply market effectively. According to Michael Porter, a market can be segment with array of products and buyers.

Text Description automatically generated



Source: Porter, Michael E.. Competitive Advantage: Creating and Sustaining Superior Performance (p. 234). Free Press. Kindle Edition.

In the scenario, the products that Dana needs to source is distinct in their features. The best way is to segment the market by product varieties.

Reference: CIPS study guide page 65

LO 2, AC 2.1

NEW QUESTION # 239

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