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APICS Certified Supply Chain Professional Sample Questions (Q27-Q32):

NEW QUESTION # 27

Reverse supply chain activity typically peaks nearest the beginning of which of the following stages of the product life cycle?

- A. Growth
- B. Introduction
- C. Maturity
- D. Decline

Answer: D

NEW QUESTION # 28

A company wants to rapidly expand distribution internationally. The company has decided that distribution is not a core capability. Which of the following logistics strategies is most appropriate?

- A. Contract with a fourth-party logistics (4PL) provider for integrated logistics services
- B. Contract with a third-party logistics (3PL) provider for warehousing
- C. Redesign the distribution processes to eliminate redundant logistics activities
- D. Develop distribution and transportation as core capabilities

Answer: B

Explanation:

Section: Mixed questions

NEW QUESTION # 29

The use of a seasonal index as a forecasting technique measures the ratio of the:

- A. average seasonal demand to the average demand for all periods.
- B. standard deviation of the seasonal demand to the standard deviation of demand for all periods.
- C. average demand for all periods to the average seasonal demand.
- D. average seasonal demand to the standard deviation of the demand for all periods.

Answer: A

Explanation:

A seasonal index is used in forecasting to adjust for regular fluctuations in demand due to seasonal variations.

Here's how it works:

- * Average Seasonal Demand: Calculate the average demand for each season (e.g., monthly or quarterly averages).
- * Average Demand for All Periods: Compute the overall average demand across all periods in the data set.
- * Ratio Calculation: The seasonal index is the ratio of the average seasonal demand to the average demand for all periods. This ratio indicates how a particular season compares to the average demand, highlighting periods of higher or lower demand relative to the norm.
- * Adjustment Factor: This index is then used to adjust forecasts to account for predictable seasonal effects, improving forecast accuracy.

By using the ratio of average seasonal demand to average overall demand, the seasonal index provides a clear measure of seasonal variation.

References:

- * Chase, C. W. (2013). *Demand-Driven Forecasting: A Structured Approach to Forecasting*. John Wiley & Sons.
- * Hanke, J. E., & Wichern, D. W. (2014). *Business Forecasting*. Pearson.

NEW QUESTION # 30

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

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

Answer: C

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 # 31

Customer demand is 120 units per week. The company works on a 9-hour shift per day, 5-day per week basis. Each shift has a 1/2-hour lunch break and two 15-minute coffee breaks. The cycle time is 12 minutes. To meet demand, production must occur at

the rate of one unit every:

- A. 22.5 minutes.
- B. 20 minutes.
- C. 12 minutes.
- D. 28 minutes.

Answer: B

NEW QUESTION # 32

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