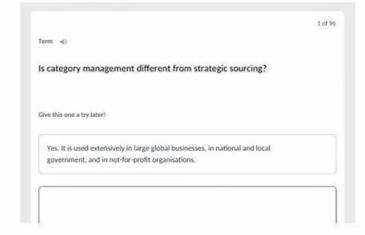
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CIPS L5M6 Exam Syllabus Topics:

Topic	Details
Topic 1	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.
Topic 2	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.
Topic 3	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.

CIPS Category Management Sample Questions (Q79-Q84):

NEW QUESTION #79

Which of the following parts of a SWOT analysis summarise activities and characteristics which are internal to the business? Select TWO.

- A. Threats
- B. Strengths
- C. Weaknesses
- D. Opportunities

Answer: B,C

Explanation:

A SWOT Analysis distinguishes between internal factors (strengths and weaknesses) and external factors (opportunities and threats). Strengths are internal capabilities, resources, or skills that give the organisation an advantage in the market-such as strong supplier relationships, unique expertise, or cost leadership.

Weaknesses are internal limitations, such as lack of investment, poor technology, or inadequate processes.

These are factors the organisation has direct control over and can improve. On the other hand, opportunities and threats are external influences outside the business's direct control, such as market trends, legislation, or competitor actions. For category management, applying SWOT allows managers to assess the current position of categories and design strategies that build on strengths and address weaknesses. This analysis also ensures that procurement strategies remain aligned with organisational goals and competitive environments. The correct recognition of internal versus external factors is essential to avoid misdiagnosis and wasted effort. Reference: CIPS L5M6 Study Guide, p.121

NEW QUESTION #80

Caleb is completing a risk assessment on his supply chain using a matrix categorising risks on a scale of 1-5. He identifies one risk with a score of 2. Which category of risk would this fall into?

- A. Moderate
- B. Major
- C. Minor
- D. Main

Answer: C

Explanation:

Risk assessments in procurement often use a likelihood × severity matrix. Risks are scored on scales from 1-

5, and the scores are multiplied. A score of 2 indicates a minor risk with low impact and/or low probability.

For comparison, risks with scores in the upper range (e.g., 20-25) are considered major risks that demand immediate mitigation. Minor risks, although not ignored, are often monitored rather than heavily resourced.

This structured approach ensures procurement teams focus resources on the most significant threats while still maintaining oversight of low-level risks. By categorising risks this way, category managers create clarity for decision-makers and align procurement risk management with enterprise-wide frameworks.

Reference: CIPS L5M6 Study Guide, p.56

NEW QUESTION #81

In a marketplace where there is a large number of suppliers, which of the following is true?

- A. Buyer power is weak
- B. There is a low barrier to entry
- C. Buyer power is strong
- D. There is low rivalry

Answer: C

Explanation:

When many suppliers exist, buyers have multiple options, increasing their bargaining power. Suppliers must compete for contracts, shifting power toward the buyer.

[Ref. CIPS L5M6 Study Guide, p.112 - Porter's Five Forces: Buyer Power]

NEW QUESTION #82

Peak Pricing is also known as which other type of pricing model?

- A. Penetration pricing
- B. Price skimming
- C. Dynamic pricing
- D. Limit pricing

Answer: C

Explanation:

Peak pricing is another term for dynamic pricing, where the cost of a product or service changes in response to fluctuations in demand and market conditions. A common example is airline ticket pricing, where fares increase during peak travel periods and drop during off-peak times.

Dynamic pricing relies on market data, technology, and sometimes artificial intelligence to adjust prices in real-time. It maximises revenue by capturing higher margins during periods of strong demand while stimulating sales when demand weakens. Other options are different strategies:

- * Penetration pricing involves initially low prices to gain market entry.
- * Limit pricing aims to deter new entrants by setting prices low enough to discourage competition.
- * Price skimming involves launching at a high price, then gradually lowering it as demand declines.

In category management, understanding pricing models like dynamic pricing helps procurement anticipate supplier pricing strategies and develop negotiation tactics.

[Ref. CIPS L5M6 Study Guide, pp.180-182 - Pricing models and procurement]

NEW QUESTION #83

BikeFace is a leading manufacturer of bicycles. Which of the following would be considered direct costs for this organisation? Select TWO.

- A. Labour
- B. IT system for ordering materials
- C. Rubber

• D. TV advert

Answer: A,C

Explanation:

Direct costs are those directly attributable to the production of goods or services. For BikeFace, raw materials such as rubber (used in tyres) and labour (workers assembling bicycles) are direct costs because they contribute directly to finished products. By contrast, advertising spend and IT systems are indirect costs as they support operations but do not directly form part of the bicycle. Category managers must distinguish between direct and indirect costs to design effective sourcing strategies. Direct categories often warrant closer supplier collaboration and longer-term contracts due to their critical role in production.

Reference: CIPS L5M6 Study Guide, p.83

NEW QUESTION #84

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