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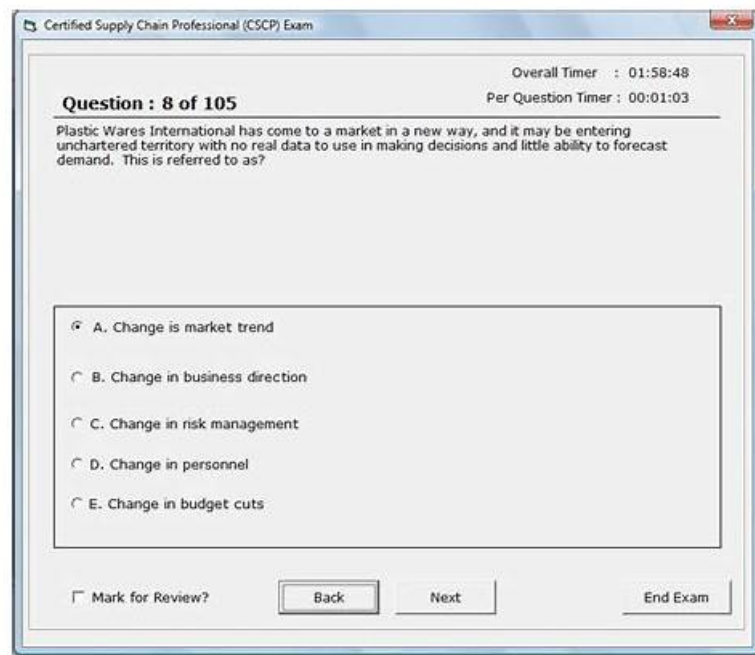
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APICS Certified Supply Chain Professional Sample Questions (Q168-Q173):

NEW QUESTION # 168
The purpose of a supply chain metrics dashboard is to:

- A. provide data on personnel performance
- B. monitor supply network performance
- C. monitor sales performance against plan
- D. measure demand management performance

Answer: B

Explanation:
The purpose of a supply chain metrics dashboard is to monitor supply network performance. It provides real- time data and key performance indicators (KPIs) to help manage and optimize the supply chain.
* Supply Network Performance: Includes metrics related to inventory levels, order fulfillment, supplier performance, logistics, and more.
* Real-Time Monitoring: Enables supply chain managers to quickly identify issues, track performance against goals, and make data-driven decisions.
* Comprehensive View: A dashboard consolidates data from various sources to provide a holistic view of the supply chain.
:
"Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl APICS Dictionary

NEW QUESTION # 169
Managing supply chain risks includes which of the following activities?

- A. Developing alternatives to key suppliers
- B. Charging each supply chain partner a portion of risk cost
- C. Creating extra inventory to cover disruptions in the supply chain
- D. Setting aside funds for disruption-recovery efforts

Answer: A

NEW QUESTION # 170
What is the most common language used by end users to access the contents of adatabase?

- A. java programming language
- B. data manipulation language
- C. data dictionary
- D. structured query language
- E. data definition language

Answer: D

NEW QUESTION # 171
In addition to sales history, current customer orders, and forecasted demand, which of the following data sources should be used as part of a demand management process?

- A. Customer profitability
- B. Contractual obligations
- C. Scheduled marketing activities
- D. Inventory levels

Answer: C

Explanation:
Demand management is a critical function in supply chain management, aiming to balance supply and demand effectively. In addition to sales history, current customer orders, and forecasted demand, integrating data from scheduled marketing activities is essential. Here's why:
* Impact on Demand: Scheduled marketing activities, such as promotions, advertising campaigns, and new product launches, can significantly influence customer demand patterns.
* Demand Forecasting: Incorporating marketing plans into demand forecasts helps in predicting demand spikes or drops associated with these activities.
* Inventory Planning: Understanding upcoming marketing efforts allows for better inventory planning, ensuring sufficient stock levels to meet anticipated demand increases.
* Capacity Management: Helps in aligning production and distribution capacity with expected demand fluctuations due to marketing activities.
By considering scheduled marketing activities, businesses can enhance the accuracy of their demand forecasts and improve overall supply chain responsiveness.
References:
Chopra, S., & Meindl, P. (2016). Supply Chain Management: Strategy, Planning, and Operation. Pearson.
Heizer, J., Render, B., & Munson, C. (2017). Operations Management: Sustainability and Supply Chain Management. Pearson.

NEW QUESTION # 172
Which of the following techniques is most effective for a company to sell high-volume products to multiple market segments?

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

Answer: B

NEW QUESTION # 173
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