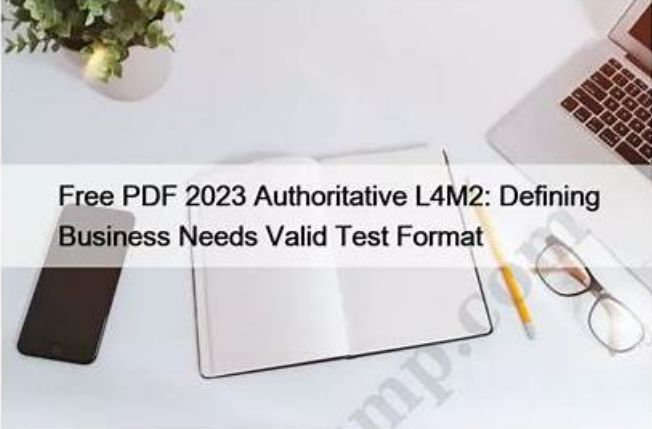


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CIPS Defining Business Needs Sample Questions (Q113-Q118):

NEW QUESTION # 113

When devising a business case for purchasing a new copier, Maria analyses its whole-life costs as following:

Cost generating activities	Value
Purchase	\$2,500.00
Installation	\$75.00
Ink Cartridges and paper	\$1,000.00
Electricity consumed	\$300.00
Removing the copier	\$150.00
Maintenance	\$450.00
Financing	\$87.50

Though cost generating activities are identified, she has not categorised the costs. What is the total value of copier's end of life costs?

- A. \$450
- B. \$300
- C. \$75
- D. \$150

Answer: D

Explanation:

Life cycle costing is a key asset management tool that takes into account the whole of life implications of planning, acquiring, operating, maintaining and disposing of an asset.

The process is an evaluation method that considers all ownership and management costs. These include;

- Concept and definition;
- Design and development;
- Manufacturing and installation;
- Maintenance;
- Support services; and
- Retirement, remediation and disposal costs.

End of life costs often comprise of decommissioning, removing and disposal costs. In the copier scenario, the end of life costs equal to removal cost, which is \$150.

NEW QUESTION # 114

Lider Ltd is a leading bathroom furniture manufacturer in India. The company has more than 30 years experience in the market with extended knowledge of engineering and customers' taste. Lider is planning to launch a new type of bath fitting next year which offers Bluetooth connectivity and thermostat display. The company gathers a team of multi-disciplines, including engineering, procurement, sales and marketing. At the first team meeting, the project leader tells the team to discuss which functions will be valued by the customers, and how to deliver those functions with the lowest costs possible. Which of the following describes the process that the project team is undertaking?

- A. Cost analysis
- B. Just in time
- C. Standardisation
- D. Value engineering

Answer: D

Explanation:

From the scenario, you can see that the project team is developing a new product. They start with analysing the functions, and the costs of delivering those functions. This is a typical process of value engineering. You may read more on value engineering from the reference paper.

Reference:

- CIPS study guide page 171-173
- Value Analysis - Norwood Whittle (cimaglobal.com)
- A CASE STUDY ANALYSIS THROUGH THE IMPLEMENTATION OF VALUE ENGINEERING (researchgate.net) LO

NEW QUESTION # 115

Warwickshire Ambulance Service (WAS) is an NHS Trust. It operates throughout Warwickshire and the neighbouring areas. It has three core areas of activity, namely the provision of Emergency Ambulance Services, routine Patient Transport Services, and Logistic Medical Services. The agency is working towards higher service level through benchmarking. Which of the following is the benefit of benchmarking to WAS?

- A. Benchmarking is a panacea for all WAS's problems
- **B. It will help WAS create performance standards derived from an analysis of the best in business**
- C. It helps WAS identify better ways to deliver service through a cookbook process
- D. It will help WAS analyse the competitors in the industry

Answer: B

Explanation:

Benchmarking is 'the pursuit by organisations of enhanced performance by learning from the successful practices of others.

Benchmarking is a continuous activity; key internal processes are adjusted, performance is monitored, new comparisons are made with the current best performers and further changes are explored.

Where information about these key processes is obtained through a co-operative partnership with specific organisations (rather than via a third party such as an independently-maintained database), there is an expectation of mutual benefit over a period of time.

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Successful benchmarking will help you . . .

- find who does the process best and close the gap.
- recognize the leading organizations in a process or activity.
- create performance standards derived from an analysis of the best in business.
- ensure that comparisons are relevant.
- measure your performance, your processes, and your strategies against best in business.
- measure business processes.
- assess performance over time.
- accelerate continuous process improvements (CPI).
- establish more credible goals for CPI.
- establish actionable objectives.



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- establish customer expectations of business standards set by the best suppliers in industry.
- help your organization achieve breakthrough improvements.
- create a sense of urgency for change.
- increase customer satisfaction.
- become direction setting.
- provide a positive, proactive, structured process.

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The Department of the Navy Benchmarking Handbook: A Systems View
Procurement & Supply

NEW QUESTION # 116

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

Answer: A

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.

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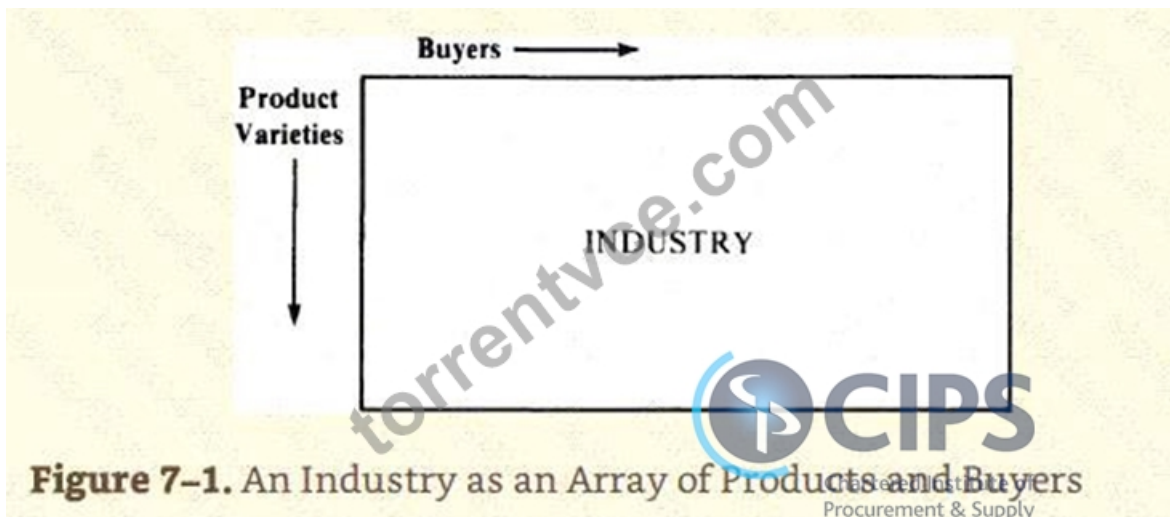


Figure 7–1. An Industry as an Array of Products and Buyers

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 # 117

Which of the following roles are relevant to a 'services' market?

- * A data researcher
 - * A warehouse manager
 - * A marketing consultant
 - * A logistics director
- A. 1 and 2 only
 - B. 1 and 3 only
 - C. 3 and 4 only
 - D. 2 and 3 only

Answer: B

Explanation:

Detailed Explanation: Roles such as a data researcher and marketing consultant are directly tied to the provision of services, which are intangible and often knowledge-driven. Warehouse managers and logistics directors are more relevant to goods markets.

Reference: CIPS Level 4, Services Procurement.

NEW QUESTION # 118

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