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問題集

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Exam : **CSCP**

Title : Certified Supply Chain
Professional

Version : DEMO

1.A company manufactures special products for select customers. When demand for these products drops, the manufacturer can switch the production line to a commodity-type product that can be sold on the open market at reduced terms to generate cash.

The company is executing a corporate strategy that is based on:

- A. customer focus and alignment.
- B. forecast accuracy.
- C. multiple downstream channels.
- D. multiple upstream supply chains.

Answer: D

2.Which of the following corporate strategies is most consistent with a flexible supply chain strategy?

- A. Being the low-price leader
- B. Providing the highest-quality service
- C. Providing mature products with stable sales
- D. Emphasizing the quality of the product

Answer: B

3.The main benefit of a mass customization product design strategy is to:

- A. sell high quantities of product to specific customer segments.
- B. achieve economies of scale in purchasing components.
- C. offer more product variety while keeping inventories low.
- D. avoid assembly of finished products.

Answer: C

4.A company plans to maximize profitability by charging more for its products at retail locations than on its website.

Which of the following segmentation strategies would best support this plan?

- A. Group
- B. Channel
- C. Regional
- D. Location

Answer: B

5.Companies are more likely to consider the consequences of their product design decisions when they view the reverse supply chain as an extension of the:

- A. forward supply chain.
- B. marketing process.
- C. manufacturing process.
- D. sales and operations planning process.

Answer: A