DLBLOISCM102\_Unit01\_Question01

What is the material objective of procurement / purchasing?

* To optimize the long-term security of supply (1 Pts)
* To optimize the costs and services associated with supply (0 Pts)
* To optimize procurement quality (0 Pts)
* To optimize procurement quality (0 Pts)

DLBLOISCM102\_Unit01\_Question02

Which of the following does **not** help to minimize the risks of outsourcing?

* Quality assurance by the supplier (1 Pts)
* Selection of suppliers based on competency (0 Pts)
* Fair balancing of opportunities and risks (0 Pts)
* Clear specification of interfaces (0 Pts)

DLBLOISCM102\_Unit01\_Question03

When is just-in-sequence delivery required?

* With a large number of variants (1 Pts)
* When delivering heavy goods (0 Pts)
* When delivering C-parts (0 Pts)
* When deadlines are uncertain (0 Pts)

DLBLOISCM102\_Unit01\_Question04

What is essential with global sourcing?

* A strategic transaction and action framework (1 Pts)
* A decentralized procurement organization (0 Pts)
* Integration of an import trader (0 Pts)
* Integration of logistical service-providers (0 Pts)

DLBLOISCM102\_Unit01\_Question05

What is the main objective of long-term supplier assessment?

* To obtain a high level of transparency about supplier potential (1 Pts)
* To cut costs where possible (0 Pts)
* To assess and evaluate potential risks (0 Pts)
* To facilitate eco-friendly procurement (0 Pts)

DLBLOISCM102\_Unit02\_Question01

Which of the following is **not** a distribution agent?

* The import trader (1 Pts)
* The manufacturer (in-house marketing agencies) (0 Pts)
* The online shop (0 Pts)
* Wholesalers and retailers (0 Pts)

DLBLOISCM102\_Unit02\_Question02

On which of the following are channel-specific revenues NOT dependent?

* Supplier loyalty to sales intermediaries in a channel (1 Pts)
* The achievable revenues in that channel (0 Pts)
* The achievable sales volume in that channel (0 Pts)
* The merchandise mix in that channel (0 Pts)

DLBLOISCM102\_Unit02\_Question03

What does the controllability of the sales channel depend on?

* The manufacturer’s relative market position within the channel (1 Pts)
* The time taken to develop the channel (0 Pts)
* The willingness and adaptability of sales intermediaries in the channel (0 Pts)
* The manufacturer’s level of commitment to the channel (0 Pts)

DLBLOISCM102\_Unit02\_Question04

The number of central warehouses in the distribution structure should be …

* ... as small as possible, because the capital tie-up costs are very high. (1 Pts)
* ... as large as possible to be able to service all customers. (0 Pts)
* ... larger than the number of regional warehouses, if possible. (0 Pts)
* ... as close as possible to the production site or factory warehouse. (0 Pts)

DLBLOISCM102\_Unit02\_Question05

Which of the following are **not** grouped by the segmentation strategy within distribution?

* Suppliers and service-providers (1 Pts)
* Distribution agents (0 Pts)
* End clients (0 Pts)
* Warehouses (0 Pts)

DLBLOISCM102\_Unit03\_Question01

In capital goods marketing, the market players are …

* ... Generally known and not anonymous. (1 Pts)
* ... Generally unknown. (0 Pts)
* ... Distributed among numerous small customers. (0 Pts)
* ... Organized and administered by the government. (0 Pts)

DLBLOISCM102\_Unit03\_Question02

In capital goods marketing, what is project business also known as?

* Industrial plant business (1 Pts)
* Component supply business (0 Pts)
* Systems business (0 Pts)
* Product business (0 Pts)

DLBLOISCM102\_Unit03\_Question03

Which dimension is NOT used to classify business types in capital goods marketing?

* By volume and turnover of capital goods (1 Pts)
* By purchaser alliance and individual customer (0 Pts)
* By anonymous and known market (0 Pts)
* By individual transaction or not (0 Pts)

DLBLOISCM102\_Unit03\_Question04

What is the predominant form of distribution in business-to-business marketing?

* Via direct distribution (1 Pts)
* Via indirect distribution (0 Pts)
* Via the trade (0 Pts)
* Via online shops (0 Pts)

DLBLOISCM102\_Unit03\_Question05

How does collaboration between manufacturer and supplier work in the component supply business?

* Generally in cross-functional inter-company teams (1 Pts)
* Generally via mediation by brokers and agents (0 Pts)
* Only within the framework of joint product development (0 Pts)
* Only in a very rudimentary way and in the event of problems (0 Pts)

DLBLOISCM102\_Unit04\_Question01

What are vertical marketplaces well-suited for?

* Facilitating inter-company collaboration within the framework of SCM (1 Pts)
* Covering a company’s entire procurement requirements (0 Pts)
* Ensuring the effective procurement of MRO (0 Pts)
* Ensuring the effective procurement of standard products (0 Pts)

DLBLOISCM102\_Unit04\_Question02

Which of the following is NOT usually part of the services offered by electronic marketplaces?

* Inventory management by the service-provider on behalf of the manufacturer (1 Pts)
* Order management (0 Pts)
* Holding auctions (0 Pts)
* Making multi-supplier catalogs available (0 Pts)

DLBLOISCM102\_Unit04\_Question03

For what purpose are cross-company value analysis teams deployed?

* To boost efficiency in cross-company production (1 Pts)
* To standardize processes in development and transport (0 Pts)
* To prepare for synchronous development and production (0 Pts)
* To prepare for process reorganization in procurement (0 Pts)

DLBLOISCM102\_Unit04\_Question04

Which function is paramount in electronic marketplaces?

* The function of commerce (1 Pts)
* The function of collaboration (0 Pts)
* The function of content (0 Pts)
* The function of communities (0 Pts)

DLBLOISCM102\_Unit04\_Question05

For which product categories are horizontal marketplaces NOT suitable?

* Industry-specific systems (1 Pts)
* MRO products (0 Pts)
* Indirect materials (0 Pts)
* Maintenance materials (0 Pts)