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A7

CIPS

An Introduction to Purchasing Strategy

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QUESTION: 1

Which of the following is the main objective of vendor rating?

- A. To provide a measurement of performance of a contract
- B. To make sure that the lowest possible cost is achieved
- C. To reduce risk to both parties
- D. To achieve the highest possible quality.

Answer: A

QUESTION: 2

The main purpose of a PEST analysis is to identify which of the following?

- A. The strengths and capabilities of an organisation
- B. The weaknesses of an organisation
- C. The core competences of an organisation
- D. The opportunities and threats presented by the external environment.

Answer: D

QUESTION: 3

Which of the following, according to Porter, is an area for concern in identifying the competitive position of an organisation?

- A. Economic environment
- B. Product life cycle analysis
- C. The extent of rivalry in a market
- D. Comparative earned value analysis.

Answer: C

QUESTION: 4

'Bottleneck' items in the supply positioning model are best described by which of the following?

- A. Important purchases that are made in a market where there are many suppliers but where the value is high
- B. Important purchases made in a market where there are few suppliers and the value is low

- C. Important purchases made in a market where there are few suppliers but the value is high
- D. Important purchases made in a market where there are many suppliers and the value is low.

Answer: B

QUESTION: 5

Which of the following would be most likely to support a successful strategy of narrow differentiation for an organisation?

- A. Offering a standardised product produced at a very low cost
- B. Offering a standardised product where the brand name had been heavily promoted
- C. Offering a non-standardised product to satisfy the particular needs of a small market segment
- D. Offering a non-standardised product to cater for the needs of a wide market segment.

Answer: C

QUESTION: 6

Which of the following best describes a strategy of 'related diversification'?

- A. Marketing an existing product in an existing market
- B. Marketing a new product in an existing market
- C. Marketing a new product in a new market
- D. Marketing an existing product in a new market.

Answer: C

QUESTION: 7

Which of the following tools of analysis is most suited to establishing the targets for an internal cost reduction programme?

- A. Pareto analysis
- B. Value chain analysis
- C. Porter's 'five forces' analysis
- D. Ansoff's analysis.

Answer: A



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