

CIPS Exam Report for Learner Community:

Qualification:	Advanced diploma in procurement and supply
Unit:	AD4 - Category management in P&S
Exam series:	November 2014

Question 1 – Learning Outcome 1	
<p>1 (a) Discuss FOUR sources of added value that category management might achieve for an organisation. (12 Marks)</p> <p>1 (b) Compare account management with category management for the procurement function. (13 Marks)</p>	(25 marks)
<p>1(a). Candidates were expected to discuss four sources of added value that a category manager might achieve for an organisation, up to 3 marks were available for each correctly discussed source. Markers were looking for a good understanding of the each area discussed and the depth of that discussion.</p> <p>The sources discussed were varied and in general covered the following sources: Reduced costs through greater economy of scale, supplier reduction, use of category management, increased quality of products, innovation and improved specifications from suppliers, reduced delivery timescales, increased reliability in both supply & products. Areas that were not covered or not widely covered were: the increase use of agile procurement techniques, increased supplier relationship management; quicker/improved time to market, more sustainability in the supply market or increased use of sustainable products leading to an increased brand awareness/enhancement, risk reduction.</p> <p>The majority of candidates decided to use 1 or 2 paragraphs per source which often meant that the answers were not in depth and had a lack of content.</p> <p>1(b). Candidates were expected to compare the roles of an account management with category management. We were looking for candidates to identify that account management generally related to a suppliers mechanism for managing and growing strategic customer accounts and for category management, the buyers process of segmentation and managing strategic supplier accounts. The key word on both sides is strategic, therefore we were looking for answers to include comparisons on increasing business, reduction or sharing of risk, more collaborative working.</p>	

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J Elliott



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