

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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Table of Contents Cips Exam Report For Learner Community

1. Understanding the eBook Cips Exam Report For Learner Community
 - The Rise of Digital Reading Cips Exam Report For Learner Community
 - Advantages of eBooks Over Traditional Books
2. Identifying Cips Exam Report For Learner Community
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Cips Exam Report For Learner Community
 - User-Friendly Interface

4. Exploring eBook Recommendations from Cips Exam Report For Learner Community
 - Personalized Recommendations
 - Cips Exam Report For Learner Community User Reviews and Ratings
 - Cips Exam Report For Learner Community and Bestseller Lists
5. Accessing Cips Exam Report For Learner Community Free and Paid eBooks
 - Cips Exam Report For Learner Community Public Domain eBooks
 - Cips Exam Report For Learner Community eBook Subscription Services
 - Cips Exam Report For Learner Community Budget-Friendly Options
6. Navigating Cips Exam Report For Learner Community eBook Formats
 - ePub, PDF, MOBI, and More
 - Cips Exam Report For Learner Community Compatibility with Devices
 - Cips Exam Report For Learner Community Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Cips Exam Report For Learner Community
 - Highlighting and Note-Taking Cips Exam Report For Learner Community
 - Interactive Elements Cips Exam Report For Learner Community
8. Staying Engaged with Cips Exam Report For Learner Community
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Cips Exam Report For Learner Community
9. Balancing eBooks and Physical Books Cips Exam Report For Learner Community
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Cips Exam Report For Learner Community
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Cips Exam Report For Learner Community
 - Setting Reading Goals Cips Exam Report For Learner Community
 - Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of Cips Exam Report For Learner Community
 - Fact-Checking eBook Content of Cips Exam Report For Learner Community
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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