

2.2 Multiple Choice Questions

1) A company's competitive strategy

- A) defines the set of customer needs that it seeks to satisfy through its products and services.
- B) specifies the portfolio of new products that it will try to develop.
- C) specifies how the market will be segmented and how the product will be positioned, priced, and promoted.
- D) determines the nature of procurement and transportation of materials as well as manufacture and distribution of the product.

Answer: A

Diff: 2

Topic: 2.1: Competitive and Supply Chain Strategies

AACSB: Application of knowledge

Objective: LO 2.1: Explain why achieving strategic fit is critical to a company's overall success.

2) The value that potential customers place on product cost and delivery time determines a company's

- A) customer needs.
- B) competitive strategy.
- C) supply chain surplus.
- D) product life cycle.

Answer: B

Diff: 2

Topic: 2.1: Competitive and Supply Chain Strategies

AACSB: Application of knowledge

Objective: LO 2.1: Explain why achieving strategic fit is critical to a company's overall success.

3) The value chain in a company begins with

- A) the customer.
- B) marketing and sales.
- C) new product development.
- D) operations.

Answer: C

Diff: 2

Topic: 2.1: Competitive and Supply Chain Strategies

AACSB: Application of knowledge

Objective: LO 2.1: Explain why achieving strategic fit is critical to a company's overall success.

Chopra Multiple Choice Questions Supply Chain Management

SJ Ball



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Handbook of Research Methods for Supply Chain Management Childe, Stephen, Soares, Anabela, 2022-10-18 Written by a panel of leading international researchers this Handbook identifies the key topics for research in supply chain management using an innovative step by step approach and provides an extensive range of methodologies for researching the subjects

Encyclopedia of Information Science and Technology Mehdi Khosrow-Pour, Mehdi Khosrowpour, 2009 This set of books represents a detailed compendium of authoritative research based entries that define the contemporary state of knowledge on technology Provided by publisher

11 - Supply Chain Management Amir Schragenheim, 2010-04-09 The definitive guide to the theory of constraints In this authoritative volume the world's top Theory of Constraints TOC experts reveal how to implement the ground breaking management and improvement methodology developed by Dr Eliyahu M Goldratt Theory of Constraints Handbook offers an in depth examination of this revolutionary concept of bringing about global organization performance improvement by focusing on a few leverage points of the system Clear explanations supplemented by examples and case studies define how the theory works why it works what issues are resolved and what benefits accrue and demonstrate how TOC can be applied to different industries and situations Theory of Constraints Handbook covers Critical Chain Project Management for realizing major improvements in delivering projects on time to specification and within budget Drum Buffer Rope DBR Buffer Management and distribution for maximizing throughput and minimizing flow time Performance measures for applying Throughput Accounting to improve organizational performance Strategy marketing and sales techniques designed to increase sales closing rates and Throughput Thinking Processes for simple and complex environments TOC methods to ensure that services actions support escalating demand for services while retaining financial viability Integrating the TOC Thinking Processes the Strategy and Tactic Tree TOC measurements the Five Focusing Steps of TOC and Six Sigma as a system of tools for sustainable improvement

Supply Chain Management Sunil Chopra, Peter Meindl, 2004 For advanced undergraduate and MBA courses in Supply Chain Management This book brings together the strategic role of the supply chain key strategic drivers of supply chain performance and the tools and techniques for supply chain analysis Every chapter gives suggestions that managers can use in practice and all methodologies are illustrated with an application in Excel Fully updated material keeps the book on the forefront of supply chain management Distribution networks Chapter 4 Sourcing Chapter 13 discusses different sourcing activities including supplier assessment supplier contracts design collaboration and procurement Price and revenue management Chapter 15 Early coverage of designing the supply chain network after developing a strategic framework readers can discuss supply chain network design in Chapters 5 and 6 and then move on to demand supply inventory and transportation planning Information Technology in the Supply Chain Chapter 17 For business professionals managing the supply chain

SUPPLY CHAIN MANAGEMENT NARAYAN CHANGDER, 2024-01-09 Note Anyone can request the PDF version of this practice set

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Supply Chain Management: Strategy, Planning, and Operation, Global Edition Sunil Chopra, 2018-12-05 Gain the practical tools to solve supply chain problems *Supply Chain Management Strategy Planning and Operation 7th edition Global Edition* by Sunil Chopra introduces you to high level strategy and concepts A strategic framework guides you through all the key drivers of supply chain performance including facilities inventory transportation information sourcing and pricing The 7th edition embeds compelling case study examples to illustrate how good supply chain management offers a competitive advantage and how poor supply chain management can damage an organisation s performance With this text you can gain a deeper understanding of supply chains and a firm grasp of the practical managerial levers that can improve supply chain performance With a range of in text features and essential learning tools this text is perfect for MBA engineering masters or senior level undergraduate courses in supply chain management

Supply Chain Management: Strategy, Planning, and Operation, eBook, Global Edition Sunil Chopra, Peter Meindl, 2015-06-01 For MBA or senior level undergraduate supply chain management courses A Strategic Framework for Understanding Supply Chain Management Borne from a course on supply chain management taught at Northwestern University s Kellogg School of Management *Supply Chain Management* introduces high level strategy and concepts while giving students the practical tools necessary to solve supply chain problems The Sixth Edition weaves in compelling case study examples providing students with clear insight into how good supply chain management offers a competitive advantage On the flip side students also learn the dangers of poor supply chain management and how it can damage an organization s overall health and performance Using a strategic framework students are guided through all of the key drivers of supply chain performance including facilities inventory transportation information sourcing and pricing By the end of the course students will walk away with a deep understanding of supply chains and a firm grasp on the practical managerial levers to pull in order

to improve supply chain performance *OPERATIONS AND SUPPLY CHAIN MANAGEMENT* V V Gaikwad, P M Aurangabadkar, 2014 1 Introduction to operations and supply Chain Management 2 Operations Process 3 Production Planning and control 4 Inventory Planning And Control 5 Supply Chain Management Case Studies Numericals Multiple Choice Questions *Supply Chain Management by Pearson* Sunil Chopra, Peter Meindl, Dharam Vir Kalra, Supply Chain Management 7e introduces high level strategy and concepts while giving students the practical tools necessary to solve supply chain problems Using a strategic framework students are guided through all the key drivers of supply chain performance

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Supply Chain Management, 3/e Sunil Chopra,2007 This book brings together the strategic role of the supply chain key strategic drivers of supply chain performance and the underlying tools and techniques for supply chain analysis Students are able to articulate the strategic importance of supply chain thinking and support their ideas with evidence that can be built using models *Academic Multiple Choice Questions in Social Science IX-X* R. C. Chopra,Gulshan Rai,J.P. Singhal,A. S. Siddiqui,2011-01-01 Supply Chain & Logistics Management (For MBA) Dr. Sandhya Srivastava,2020-08-06 According to the Latest Syllabus of Dr A P J Abdul Kalam Technical University Lucknow U P Including Long Answer Type Questions Including Short Answer Type Questions Including Case Studies Including Last Year Unsolved Papers

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