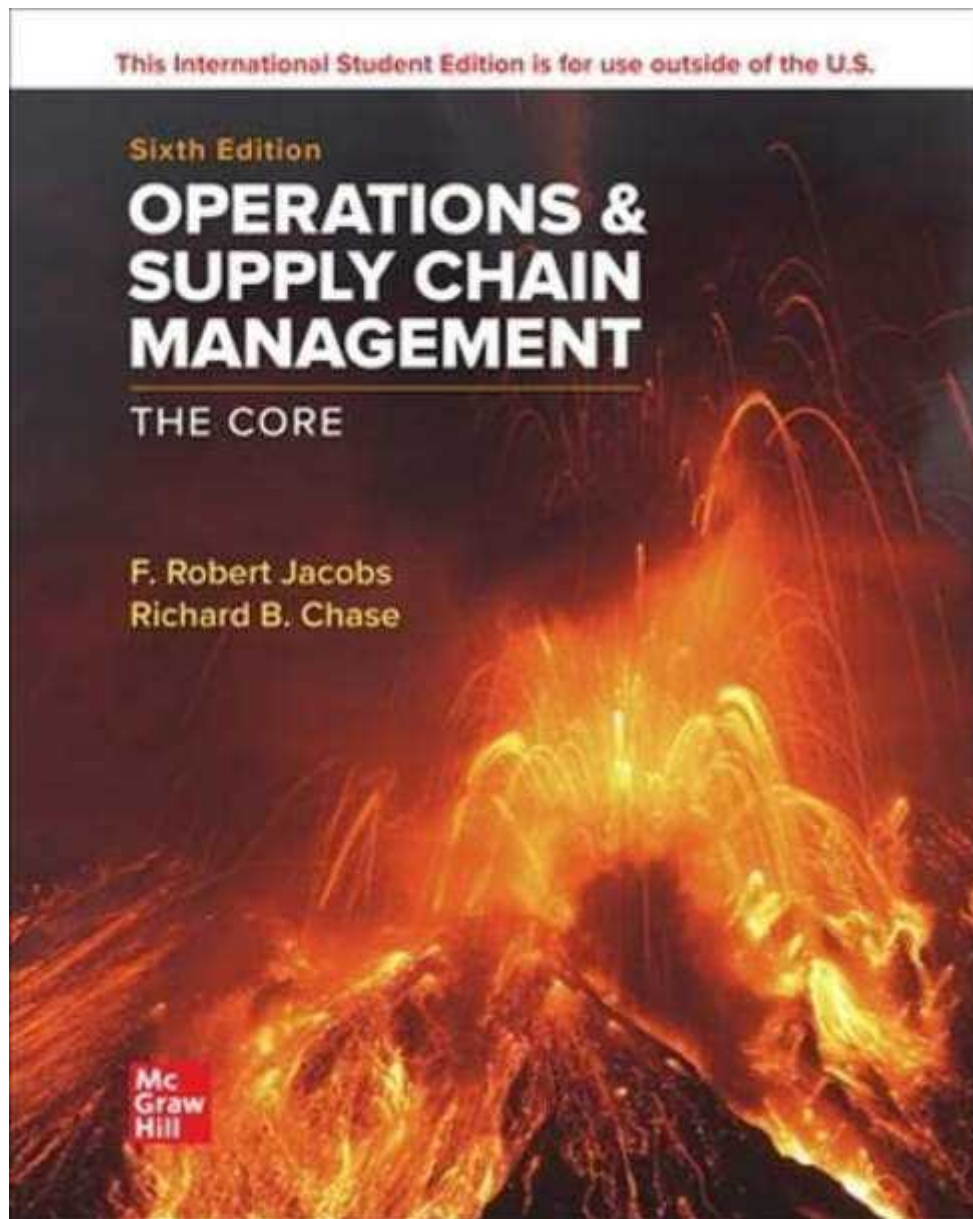


TEST BANK

OPERATIONS AND SUPPLY CHAIN MANAGEMENT THE CORE

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6th Edition



CHAPTER 1

- 1) Which of the following is a reason for studying operations and supply chain management (OSCM)?
- A) OSCM is essential for understanding organizational behavior.
 - B) Most business graduates do OSCM work regardless of their job title.
 - C) All managers should understand the basic principles that guide the design of transformation processes.
 - D) OSCM is a required course in all business degree programs.
 - E) OSCM is the most rigorous business discipline.
- 2) Which of the following sets of categories the Goods-Services Continuum consists of?
- A) No goods, some goods, even mix, some service, no service.
 - B) Pure goods, core goods, core services, pure services.
 - C) No service, some service, good service, excellent service.
 - D) Self-service, help desk service, face-to-face service, service-with-a-smile.
 - E) None of these.
- 3) Which of the following are defined as core goods?
- A) Chemicals.
 - B) Airlines.
 - C) Data storage systems.
 - D) Hotels.
 - E) None of these.
- 4) Current issues in OSCM do not include _____ blank.

- A) coordinating relationships between organizations
 - B) making senior management aware that OSCM can be a competitive weapon
 - C) managing customer touch points
 - D) increasing global supply chain employment
- 5) Which of the following are not listed in the text as jobs in OSCM?
- A) Department store manager.
 - B) Project manager.
 - C) Hospital administrator.
 - D) Data center manager.
 - E) Call center manager.
- 6) Which of the following is not a characteristic that distinguishes services from goods?
- A) Service jobs are unskilled.
 - B) A service is intangible.
 - C) Services are perishable.
 - D) Services are heterogeneous.
 - E) None of these.
- 7) Which of the following is not a way that operations and supply processes are categorized?
- A) Planning.
 - B) Returning.
 - C) Delivering.
 - D) Selecting.
 - E) Making.

- 8) One of the "package of features" that makes up a service is _____ blank.
- A) appearance.
 - B) facilitating goods.
 - C) packaging.
 - D) cost.
 - E) implied use.
- 9) Which of the following is not a measure of operations and supply chain management efficiency used by Wall Street?
- A) Inventory turnover.
 - B) Days inventory.
 - C) Receivable turnover.
 - D) Earnings per share.
 - E) Asset turnover.
- 10) Which of the following is a measure of operations and supply management efficiency used by Wall Street?
- A) Dividend payout ratio.
 - B) Current ratio.
 - C) Receivables turnover.
 - D) Earnings per share growth.
 - E) Financial leverage.
- 11) Managing customer touch points becomes a concern under current issues in OCSM when _____ blank.

- A) complaints arise about shaking hands with customers in cultures that is frowned upon
- B) firms striving to become superefficient begin to scrimp on staffing and training customer support personnel
- C) a firm has a workforce trained in specifically diverse situations and the correct level of service may be hard to discern
- D) firms market global products
- E) senior executives fail to recognize the contribution OCSM can make to their success

12) When considering the concept of value, how is quality defined?

- A) By the price of the product.
- B) By the producer's reputation in the industry.
- C) By the weight of the product.
- D) By the attractiveness of the product, considering its features and durability.
- E) By the product's uniqueness relative to other similar products.

13) All other things remaining the same, if the revenue or sales decreases, asset turnover ratio will _____.

- A) decrease
- B) increase
- C) stay the same
- D) will decrease, but the amount of change will depend on the profit margin
- E) decrease and will decrease, but the amount of change will depend on the profit margin