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QUESTION 1

Compared to mass-media marketing, customer relationship management has the advantage of allowing the organization to:

- A. compete for customers based on service.
- B. reach a larger number of potential customers.
- C. reduce inventory to improve cash flow.
- D. focus on attracting new customers.

Correct Answer: A

QUESTION 2

Which source would most likely be best for determining how purchases are financed?

- A. distribution points
- B. purchased data
- C. sales representatives
- D. service representatives
- E. transaction records

Correct Answer: E

QUESTION 3

Reverse logistics processes are often more expensive than standard inbound processes because shipments consist of items that:

- A. are small and from unhappy customers wanting quick refunds
- B. often do not have uniform packing or labeling
- C. involve negotiations with suppliers on the value and timing of items returned for credit
- D. are so damaged they are difficult to identify for correct storage

Correct Answer: A

QUESTION 4

Which production strategy has the push-pull boundary between product design and purchasing of raw materials?



- A. make-to-stock
- B. assemble-to-order
- C. made-to-order
- D. engineer-to-order

Correct Answer: C

QUESTION 5

All of the following are major factors for describing customer buying patterns EXCEPT:

- A. product volume
- B. order frequency
- C. product mix
- D. transportation mode
- E. product lot size

Correct Answer: D

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