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QUESTION 1

Which of the following four perspectives are used in the balanced scorecard?

- A. Customer, internal process, workforce learning and growth, financial
- B. Customer, operations, internal process, financial
- C. Customer, operations, internal process, workforce learning and growth
- D. Customer, marketing, operations, financial

Correct Answer: A

QUESTION 2

Which of the following disposition decisions in a reverse logistics operation generally results in the highest recuperated profit for a company?

- A. Disassembly
- B. Recycling
- C. Remanufacturing
- D. Scrapping for cash

Correct Answer: C

QUESTION 3

Which statement best defines "competing on supply network capabilities"?

- A. The nature of competition will center on the single, most powerful company of a supply network, which will determine the terms of trade across the entire supply network.
- B. The nature of competition will be between individual companies competing on their internal supply network capabilities.
- C. The nature of competition will be shared among the capabilities of the supply network, making use of collaboration.
- D. None of the above.

Correct Answer: B

QUESTION 4

Raw material costs have been rising and much of the inventory has been in-house for several months. Which of the following inventory accounting methods would maximize reported company assets?



- A. Last in, first out (LIFO)
- B. First in, first out (FIFO)
- C. Activity-based cost
- D. Moving average cost

Correct Answer: B

QUESTION 5

Which of the following attributes is directly related to supplier satisfaction?

- A. Demographic of the customer
- B. Fixed lead time
- C. Customer performance and behavior
- D. Size of the sales contract

Correct Answer: C

QUESTION 6

Who should maintain overall managerial control over both the SRM and CRM processes?

- A. CEO
- B. account manager
- C. SRM and CRM team members
- D. IT department

Correct Answer: C

QUESTION 7

A manufacturer is in the process of segmenting customer markets for its products. What is the most appropriate customer factor to use in identifying the segments?

- A. Profit margin from purchases
- B. Distance from the nearest plant
- C. Customer brand image
- D. Cost of goods sold (COGS)



Correct Answer: A

QUESTION 8

Which of the following operational metrics is used to determine the time required to adjust an entire supply chain to current market conditions?

- A. Supply chain resiliency
- B. Cash flow cycle time
- C. Total lead time
- D. Response time

Correct Answer: D

QUESTION 9

Which of the following objectives is emphasized most in an integrated logistics strategy?

- A. Lowest transportation cost
- B. Lowest total cost
- C. Optimal warehouse location
- D. Improved third-party logistics (3PL) collaboration

Correct Answer: B

QUESTION 10

What is a pallet called when it contains more than one type of product going to a single destination?

- A. transport pallet
- B. full pallet
- C. mixed pallet
- D. secondary pallet

Correct Answer: C

QUESTION 11

In a supply chain with the sequence of factory, distributor, wholesaler, retailer, which entity is most likely to experience the greatest variability in demand resulting from the bullwhip effect?



- A. Factory
- B. Distributor
- C. Wholesaler
- D. Retailer

Correct Answer: A

QUESTION 12

Which of the following types of data most likely will be communicated between two parties who have formed a strategic alliance?

- A. Stochastic
- B. Proprietary
- C. Bill of material (BOM)
- D. Product specifications

Correct Answer: B

QUESTION 13

An effective company strategy results when combining innovative products with:

- A. an efficient supply chain.
- B. a responsive supply chain.
- C. accurate forecasts.
- D. high inventory levels.

Correct Answer: B

QUESTION 14

For many products and services, what is the main differentiator given consumers' expectations are consistently high, and the market in general meets these expectations?

- A. service
- B. price
- C. quality
- D. speed



Correct Answer: B

QUESTION 15

All of the following are attributes of economic difference factors EXCEPT:

- A. per capita income differences
- B. different financial capabilities
- C. inadequate skills and number of workers
- D. no common currency
- E. missing natural resource requirements

Correct Answer: D

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