



CIPS

A7 Exam

CIPS An Introduction to Purchasing Strategy Exam

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Question: 1

International Advanced Certificate in Purchasing and Supply
An Introduction to Purchasing Strategy

A7

Instructions for Candidates:

This examination is in THREE sections.

Section A Has TEN compulsory multiple-choice questions, worth 2 marks each.

Section B Has SIX compulsory short-answer questions, worth 5 marks each.

Section C Has THREE compulsory longer-answer questions. Questions 17 and 18 are worth 15 marks each.

Question 19 is worth 20 marks.

1. Do not open this question paper until instructed by the invigilator.
2. All answers must be written in the answer booklet provided.
3. All rough work and notes should also be written in the answer booklet.

Question: 2

SECTION A

Questions 1-10 are multiple choice questions. For each question, select ONE correct answer from A to D and write it in your answer booklet. You are advised to spend approximately 30 minutes on this section.

Question: 3

Q1. Which of the following is the main objective of vendor rating?

- A. To provide a measurement of performance of a contract
- B. To make sure that the lowest possible cost is achieved
- C. To reduce risk to both parties
- D. To achieve the highest possible quality.

Answer: A

Question: 4

Q2. The main purpose of a PEST analysis is to identify which of the following?

- A. The strengths and capabilities of an organization
- B. The weaknesses of an organization
- C. The core competences of an organization
- D. The opportunities and threats presented by the external environment.

Answer: D

Question: 5

Q3. Which of the following, according to Porter, is an area for concern in identifying the competitive position of an organization?

- A. Economic environment
- B. Product life cycle analysis
- C. The extent of rivalry in a market
- D. Comparative earned value analysis.

Answer: C

Question: 6

Q4. 'Bottleneck' items in the supply positioning model are best described by which of the following?

- A. Important purchases that are made in a market where there are many suppliers but where the value is high
- B. Important purchases made in a market where there are few suppliers and the value is low
- C. Important purchases made in a market where there are few suppliers but the value is high
- D. Important purchases made in a market where there are many suppliers and the value is low.

Answer: B

Question: 7

Q5. Which of the following would be most likely to support a successful strategy of narrow differentiation for an organization?

- A. Offering a standardised product produced at a very low cost
- B. Offering a standardised product where the brand name had been heavily promoted
- C. Offering a non-standardised product to satisfy the particular needs of a small market segment
- D. Offering a non-standardised product to cater for the needs of a wide market segment.

Answer: C

Question: 8

Q6. Which of the following best describes a strategy of 'related diversification'?

- A. Marketing an existing product in an existing market
- B. Marketing a new product in an existing market
- C. Marketing a new product in a new market
- D. Marketing an existing product in a new market.

Answer: C

Question: 9

Q7. Which of the following tools of analysis is most suited to establishing the targets for an internal cost reduction programme?

- A. Pareto analysis
- B. Value chain analysis
- C. Porters 'five forces' analysis
- D. Ansoffs analysis.

Answer: A

Question: 10

Q8. Which of the following best categorises the following definition: 'A way of managing an organization so that every job, every process, is carried out right, first time, every time?'

- A. BS 5750
- B. ISO 9000
- C. TQM
- D. FMEA.

Answer: C

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