Operations and Supply Chain Management 2nd edition Collier Test Bank

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TRUE/FALSE

1 : In the context of the value chain model, when "information replaces assets," the costs increase.
A : true
B : false

Correct Answer : B

2 : In the context of the analytics in operations management, it costs three to five times more to keep an existing customer than acquire a new customer.
A : true
B : false

Correct Answer : B

3 : Actionable performance measures should be meaningful to a company's management and should provide the basis for decisions at the strategic level in an organization.
A : true
B : false

Correct Answer : B

4 : With interlinking models, managers can objectively make internal decisions that impact external outcomes.
A : true
B : false

Correct Answer : A

5 : In the context of the value chain model, fewer resources are needed to achieve performance goals when "information replaces assets."
A : true
B : false

Correct Answer : A

6 : Quality measures the degree to which the output of a process conforms to the management's expectations and requirements.
A : true
B : false

Correct Answer : B

7 : Performance measures should support customer requirements.
A : true
B : false

Correct Answer : A

8 : Actionable measures are not bound by time.
A : true

B : false

Correct Answer : B

MULTIPLE CHOICE

9 : Dextron, a privately owned computer technology company, provides a wide range of customized laptops to suit the needs of students, corporate professionals, and small business owners. In this case, Dextron's ability to provide a wide range of customized laptops to suit its customers' needs best describes _____.
A : volume flexibility
B : design flexibility
C : budget variance
D : manufacturing yield

Correct Answer : B

10 : _____ is the ability to provide goods and services to customers with minimum waste and maximum utilization of resources.
A : Operational efficiency
B : Volume flexibility
C : Reliability
D : Sustainability

Correct Answer : A

11 : Key measures of innovation and learning include ____.
A : supply-chain performance
B : processing time
C : percentage of new products developed
D : the variance around the average time

Correct Answer : C

12 : _____ is the act of quantifying the performance of organizational units, goods and services, processes, people, and other business activities.
A : Measurement
B : Forecasting
C : Fulfillment
D : Litigating

Correct Answer : A

13 : _____ is the act of quantifying the performance of organizational units, goods and services, processes, people, and other business activities.
A : 1 pair/USD
B : 1.39 pairs/USD
C : 2 pairs/USD
D : 2.46 pairs/USD

Correct Answer : B

14 : In the context of the types of performance measures, which of the following is a measure of innovation and learning?
A : Patent applications
B : Employee retention
C : Product recalls
D : Labor productivity

Correct Answer : A

15 : In the context of the triple bottom line _____ sustainability measures include corporate ethics and governance.
A : environmental
B : social
C : economic
D : political

Correct Answer : B

16 : Which of the following is a quality performance measure at an operational level?
A : Customer ratings of goods and services
B : Customer retention
C : Service representative courtesy
D : Product recalls

Correct Answer : C

17 : In the context of the triple bottom line (TBL), which of the following measures includes the number of ethical violations?
A : Responsiveness
B : Service quality
C : Social sustainability
D : Customer retention rate

Correct Answer : C

18 : In the context of the scope of business and operations performance measurement, which of the following measures is an example of an innovation and learning performance measure?
A : Employee satisfaction
B : Flow processing or cycle time
C : Manufacturing yield
D : Product-related litigation

Correct Answer : A

19 : _____ measures the degree to which the output of a process meets customer requirements.
A : Learning
B : Innovation
C : Variability
D : Quality

Correct Answer : D

20 : _____ measures include environmental measures such as energy consumption and recycling and other resource conservation activities.
A : Operation efficiency
B : Innovation and learning
C : Sustainability
D : Financial

Correct Answer : C

21 : According to research, which of the following is a key dimension that customers use to assess service quality?
A : Operational efficiency
B : Flexibility
C : Empathy
D : Queue time

Correct Answer : C

22 : According to research, which of the following is a key dimension that customers use to assess service quality?
A : Germany is lower than that of the factory in Spain.
B : Spain is higher than that of the factory in France.
C : France is higher than that of the factory in Spain.
D : France is lower than that of the factory in Germany.

Correct Answer : C

23 : Which of the following performance perspectives in the balanced scorecard model includes measures such as productivity, flow time, and asset utilization?
A : The financial perspective
B : The customer perspective
C : The innovation and learning perspective
D : The internal perspective

Correct Answer : D

24 : Measures of _____ focus on an organization's people and infrastructure.
A : goods and service design flexibility
B : customer and market
C : service quality
D : innovation and learning

Correct Answer : D

25 : Which of the following performance perspectives in the balanced scorecard model measures the ultimate value that a business provides to its shareholders?
A : The financial perspective
B : The internal perspective
C : The learning perspective
D : The customer perspective

Correct Answer : A

26 : The innovation and learning perspective in the balanced scorecard model includes measures such as:
A : return on investment, economic value added, and shareholder value.
B : number of cooperative customer–company design initiatives and percent of sale from new services.
C : training hours per employee, hiring process effectiveness, and revenue per employee.
D : service-quality levels, design and demand flexibility, and asset utilization.

Correct Answer : C

27 : _____ is the ratio of the output of a process to the input.
A : Productivity
B : Flexibility
C : Variability
D : Reliability

Correct Answer : A

28 : _____ is the willingness to help customers and provide prompt recovery to service upsets.
A : Responsiveness
B : Empathy
C : Assurance
D : Reliability

Correct Answer : A

29 : The _____ is based on a set of cause-and-effect linkages between internal and external performance, and in this fashion, defines the key performance measurements on which service-based firms should focus.
A : Service-Profit Chain model
B : value chain model
C : balanced scorecard
D : Malcolm Baldrige Performance Excellence program

Correct Answer : A

30 : The time required to ramp up to an increased production output level in response to a surge in the sales of a product is a measure of _____.
A : budget variance
B : volume flexibility
C : product recalls
D : service upset

Correct Answer : B

31 : Airline revenue per passenger mile and hotel revenue per full-time employee are examples of _____ measures.
A : reliability
B : flexibility
C : sustainability
D : productivity

Correct Answer : D

32 : Which of the following is a financial performance measure at an organizational level?
A : Cost of quality
B : Revenue and profit
C : Budget variance
D : Labor and material costs

Correct Answer : B

33 : In the context of the triple bottom line (TBL), which of the following is a performance measure of economic sustainability?
A : Fines for environmental violations
B : Corporate ethics and governance
C : Revenue from new goods and services
D : Measures of perceived value

Correct Answer : A

34 : In an assembly line of a factory that makes gears, it takes fifteen minutes to complete a drilling operation using a lathe. The duration of this operation is called _____ time.
A : delay
B : queue
C : processing
D : standard

Correct Answer : C

35 : The quantitative modeling of cause-and-effect relationships between external and internal performance criteria is called _____.
A : productivity
B : operational efficiency
C : interlinking
D : sustainability

Correct Answer : C

36 : Which of the following performance perspectives in the balanced scorecard model includes the percent of sale from new goods and services?
A : The financial perspective
B : The innovation perspective
C : The learning perspective
D : The customer perspective

Correct Answer : D

37 : The ability of an organization to respond quickly to changes in the quantity and type of demand is called _____.
A : utility
B : reliability
C : demand variability
D : volume flexibility

Correct Answer : D