Internet Marketing 4th edition Zaha Test Bank

SKU: 9781337106771-TEST-BANK

True / False

1. “Greening” a supply chain is the process of cutting costs to make it more profitable.
   a. True
   b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-1 – The Impact of Digital Transformation on Supply Chains
QUESTION TYPE: True / False
HAS VARIABLES: False
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2. The value chain refers to the various suppliers a producer utilizes to procure products or services.
   a. True
   b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-1 – The Impact of Digital Transformation on Supply Chains
QUESTION TYPE: True / False
HAS VARIABLES: False
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3. The management of customer services such as installation and maintenance is part of the process of supply chain management.
   a. True
   b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: True / False
HAS VARIABLES: False
DATE CREATED: 2/2/2017 12:18 PM
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4. When attempting to create optimum value, a company need not examine the entirety of the supply chain; optimizing the initial production processes is sufficient.
   a. True
   b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
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5. Dell's business has unique characteristics that make it impossible for other businesses to use value chain techniques Dell has pioneered.

a. True

b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: True / False
HAS VARIABLES: False
DATE CREATED: 2/2/2017 12:19 PM
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6. Transaction costs are part of a value chain but costs of finding information are not.

a. True

b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: True / False
HAS VARIABLES: False
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7. Social media tools like blogs and community forums can be useful in communicating with business customers in a value chain.

a. True

b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: True / False
HAS VARIABLES: False
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8. The value a customer perceives in a product or service is largely determined by its price.

a. True

b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
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9. Among the benefits of integrated value chains are customer focus and resulting opportunity to create specialized value propositions for customer segments.

a. True

b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
QUESTION TYPE: True / False
HAS VARIABLES: False
DATE CREATED: 2/2/2017 12:21 PM
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10. Electronic Data Interchange is an integration process that is relatively easy for enterprises large and small to implement.

a. True

b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
QUESTION TYPE: True / False
HAS VARIABLES: False
DATE CREATED: 2/2/2017 12:21 PM
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11. Enterprise Resource Planning is used by firms to integrate all business activities across the enterprise.

a. True

b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
QUESTION TYPE: True / False
HAS VARIABLES: False
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12. Amazon Web Services is provided “in the cloud.”

a. True

b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
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13. RFID is a twenty-first century technology that disrupts traditional supply chain paradigms.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
QUESTION TYPE: True / False
HAS VARIABLES: False
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14. Digital transformation is facilitated by modular processes that can show quick return on investment.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-1 – The Impact of Digital Transformation on Supply Chains
QUESTION TYPE: True / False
HAS VARIABLES: False
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Multiple Choice

15. In the wake of digital transformation, the _____, once the standard mode of operation, is often not a viable option for a successful business.
    a. linear supply chain
    b. value chain
    c. increasing the need for speed and agility.
    d. value ecosystem

ANSWER: a
POINTS: 1
REFERENCES: 2-1 – The Impact of Digital Transformation on Supply Chains
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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16. In the _____, value is based on knowledge exchange that drives proactive production of goods and services.
    a. geometric supply chain
    b. value chain
    c. linear supply chain
    d. value ecosystem

ANSWER: d

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POINTS: 1
REFERENCES: 2-1 – The Impact of Digital Transformation on Supply Chains
QUESTION TYPE: Multiple Choice
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17. A supply chain in which value is added at various points in the distribution process is called a _____.
    a. value ecosystem
    b. value chain
    c. hyperbolic supply chain
    d. channel of distribution

ANSWER: b
POINTS: 1
REFERENCES: 2-1 – The Impact of Digital Transformation on Supply Chains
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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18. The value chain incorporates:
    a. distinct divisions between entities in the supply chain.
    b. the concept of vertical integration.
    c. the integration of activities throughout distribution channels.
    d. a strict separation between manufacturers and distributors.

ANSWER: c
POINTS: 1
REFERENCES: 2-1 – The Impact of Digital Transformation on Supply Chains
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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19. A phrase that describes value chains is:
    a. seamless, end-to-end integration throughout the channel of distribution.
    b. the discrete activities that make up channels of distribution.
    c. well-managed logistics activities.
    d. high-powered synergistic marketing.

ANSWER: a
POINTS: 1
REFERENCES: 2-1 – The Impact of Digital Transformation on Supply Chains
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20. Which of the following is NOT one of McKinsey's key factors of successful digitalization of business practices?
    a. Move cautiously
    b. Define outcomes precisely
    c. Do not follow the traditional roll-out process
    d. Create a seamless, end-to-end customer experience

ANSWER: a
POINTS: 1
REFERENCES: 2-1 – The Impact of Digital Transformation on Supply Chains
QUESTION TYPE: Multiple Choice
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21. The first step in the process of supply chain management is to _____.
    a. select and qualify desired suppliers
    b. establish and manage inbound logistics
    c. design work flow in product-solution assembly
    d. establish and manage outbound logistics

ANSWER: a
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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22. The last step in the process of supply chain management is to _____.
    a. process orders, pricing, billing, rebates, and terms
    b. manage customer services
    c. acquire, install, and maintain process technology
    d. run batch manufacturing

ANSWER: b
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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23. What was the main driver of Dell's success?
    a. It incorporated the Google search algorithms into its website, allowing customers to quickly find what they needed.
    b. Its linear supply chain allowed it to sell large numbers of identical computers to big customers.
    c. Its integrated value chain enabled it to offer affordable build-to-order computers.
    d. All of these are correct.

ANSWER: c

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POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
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24. Which two types of costs together typically account for over 40 percent of total supply chain costs?
    a. Information and transaction
    b. Transaction and fragmentation
    c. Fragmentation and standardization
    d. Standardization and information

ANSWER: a
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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25. Zara is successful in the highly competitive fashion industry in part because it:
    a. is able to get what fashion consumers want into stores quickly.
    b. relies on formal surveys of consumers to judge what will be popular next season.
    c. outsources production to low-wage countries.
    d. produces only 20 percent of a season's inventory during the season itself.

ANSWER: a
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
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HAS VARIABLES: False
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26. Dell promotes customer loyalty by:
    a. soliciting their input in social media.
    b. frequent telephone calls.
    c. comprehensive satisfaction surveys every business quarter.
    d. offering free computers via monthly sweepstakes.

ANSWER: a
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
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27. Service-centered dominant logic represents the idea that _____.

a. all services are actually goods

b. all goods are actually services

c. tangible output, in the form of goods, is not a service

d. tangible service, in the form of customer satisfaction, is not a good

ANSWER: b
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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28. Compared to the paper forms that had facilitated channels of distribution for hundreds of years, one disadvantage of EDI was that _____.

a. it incurred dramatically higher processing costs

b. it was slower

c. its cost was higher than what most small business could pay

d. it led to a greater volume of content errors

ANSWER: c
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
QUESTION TYPE: Multiple Choice
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29. Service-centered dominant logic includes which of the following concepts?

a. Services are a key component of modern economic systems.

b. Customers are always co-creators of value.

c. Services are distinct from tangible goods.

d. The value of a service is not determined by the beneficiary.

ANSWER: b
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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30. Which of the following is true about cloud-based supply chain management systems?

a. Cloud systems are more scalable than installed software but take longer to get up and running.

b. Cloud systems are time- and cost-effective for small firms implementing SCM systems for the first time.

c. The benefits of migrating to a cloud system are dwarfed by the costs of transitioning away from a legacy ERP system.

d. All of these are correct.

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ANSWER: b
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
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31. A(n) _____ system begins with a tag, which contains a chip with a unique identifying code. As the product moves along the supply chain, its movements are recorded and sent to a tracking database.

a. RFID
b. EDI
c. ERP
d. SaaS

ANSWER: a
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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32. According to the American Society for Quality, the six-sigma level of quality allows no more than _____ defects per million.

a. 1.2
b. 2.3
c. 3.4
d. 4.5

ANSWER: c
POINTS: 1
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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33. _____ is a term that is descriptive of cloud computing.

a. Secure websites
b. SaaS
c. Service contracts
d. SaaP

ANSWER: b
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
QUESTION TYPE: Multiple Choice
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34. _____ technology allows the identification of tagged goods from a distance without any human intervention.
a. EDI
b. RFID
c. ERP
d. SaaS
ANSWER: b
POINTS: 1
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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35.
a.
b.
c.
d.
ANSWER: a
POINTS: 1
REFERENCES: 2-5 – What Comes Next for the Supply Chain?
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
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Essay

36. In your own words, describe the concept of a value chain and give an example of the benefits that integrating value chains can confer on a business enterprise.
ANSWER: Answers will vary.
POINTS: 10
REFERENCES: 2-2 – Strategic Supply Chain Concepts
QUESTION TYPE: Essay
HAS VARIABLES: False
DATE CREATED: 2/2/2017 12:23 PM
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37. Define the three formative technologies — EDI, ERP, and RFID — that shaped the initial evolution of supply chains. Give at least two examples of newer technologies and explain how they have built upon or supplanted the role of the formative technologies in the modern supply chain.
ANSWER: Answers will vary.
POINTS: 10
REFERENCES: 2-4 – Technologies that Enable Value Chains and Ecosystems

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38. Explain what a demand-driven supply chain is and explain its importance to modern business.
ANSWER: Answers will vary.
POINTS: 10
REFERENCES: 2-5 – What Comes Next for the Supply Chain?
QUESTION TYPE: Essay
HAS VARIABLES: False
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