

# CIPS

## A7

### An Introduction to Purchasing Strategy

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## Question: 1

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: 2

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: 3

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: 4

'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: 5

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**

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