

Logistics & Supply Chain Management

Chapter-1: Logistics, the supply chain and competitive strategy

Multiple Choice Questions

1. Throughout the history of mankind wars have been won and lost through what?
 - A. Logistic strengths & capabilities
 - B. Planning of strength
 - C. A lot of manpower
 - D. Capabilities of leader
2. Business organizations have come to recognize the vital impact that _____ can have in the achievement of competitive advantage.
 - A. strategic marketing
 - B. logistics management
 - C. Human resource planning
 - D. Operations
3. What are the three Cs in competitive advantage?
 - A. Customers
 - B. Company
 - C. Competitor
 - D. All of the above
4. In many industries typically which competitor has the greatest sales volume in the sector?
 - A. The High-Quality producer
 - B. The Mass producer
 - C. The Low-Cost producer
 - D. The Low- Volume producer
5. Logistics and supply chain management can provide a multitude of ways to increase efficiency and productivity and hence contribute significantly to what?
 - A. Real costs
 - B. Profit Margin

C. Reduced Unit Cost

D. Cumulative Volume