

BHARATI VIDYAPEETH INSTITUTE OF TECHNOLOGY, NAVI MUMBAI

Question Bank

Unit Test-II

Programme : Common to all branches (6K)

Course : MANGEMENT (315301)

Ques.-Each question carries one mark.

Unit-III management Practices

CO3 Marks-14

1. The main purpose of a Quality Circle is to_____

- (a) Solve workplace problems through teamwork
- (b) Conduct financial audits
- (c) Replace management
- (d) Supervise marketing activities.

2. Quality Circles operate on the principle of

- (a) Hierarchical control
- (b) Employee participation and empowerment
- (c) Autocratic leadership
- (d) External consultancy

3. The concept of Quality Circles originated in

- (a) USA
- (b) Japan
- (c) Germany
- (d) India

4. The founder of the Quality Circle concept is

- (a) Kaoru Ishikawa
- (b) W. Edwards Deming
- (c) Joseph Juran

(d) F. W. Taylor

5. A typical Quality Circle includes

(a) 5-10 members from the same department

(b) Only managers

(c) Outsiders and consultants

(d) Directors and shareholders

6. Quality Circles aim at

(a) Developing creativity and problem-solving skills

(b) Punishing poor performers

(c) Cutting salaries

(d) Reducing communication

7. The main outcome of a Quality Circle meeting is

(a) New rules

(b) Suggestions for improvement

(c) Promotions

(d) Financial reports

8. Which of these tools is often used in Quality Circles?

(a) Fishbone diagram

(b) Balance sheet

(c) SWOT matrix only

(d) Ledger book

9. Quality Circles were first introduced in India at

(a) BHEL

(b) Tata Steel

(c) Indian Railways

(d) Hindustan Motors

10. The ultimate benefit of Quality Circles is

(a) Improved quality and productivity

(b) Higher bureaucracy

(c) Increased absenteeism

(d) Less employee involvement

11. Quality Circles promote which management approach?

(a) Bottom-up

(b) Top-down

(c) Centralized

(d) Bureaucratic

12. The term Kaizen means

(a) Continuous improvement

(b) Sudden innovation

(c) Large-scale change

(d) Temporary solution

13. Kaizen is a concept developed in

(a) China

(b) Japan

(c) USA

(d) France

14. The philosophy of Kaizen emphasizes

(a) Small improvements made regularly

(b) Major one-time reforms

(c) Only technology upgrades i

(d) Top management control

15. Which statement is TRUE about Kaizen?

(a) It depends only on expensive equipment

(b) It requires employee involvement at all levels

(c) It ignores small changes

(d) It is used only in manufacturing

16. The main goal of Kaizen is to

(a) Maintain current standards

(b) Achieve continuous betterment

(c) Increase cost

(d) Focus on individuals only

17. Which Japanese management practice is closely related to Kaizen?

(a) Just-in-Time (JIT)

(b) Benchmarking

(c) Outsourcing

(d) Downsizing

18. Which of the following is NOT a principle of Kaizen?

(a) Involve everyone

(b) Think improvement every day

(c) Blame employees for mistakes

(d) Eliminate waste

19. The PDCA cycle (Plan-Do-Check-Act) is associated with

(a) Kaizen

(b) TQM

(c) Six Sigma

(d) Both A and B

20. Six Sigma aims to _____

(a) Reduce defects and variation

(b) Increase wastage

(c) Limit employee participation

(d) Focus on hierarchy

21. Six Sigma was developed by _____

(a) Motorola

(b) Toyota

(c) General Electric

(d) Ford

22. The statistical goal of Six Sigma is

(a) 3.4 defects per million opportunities

(b) 100 defects per million

(c) 99% accuracy

(d) Zero defects

23. The term "Sigma" represents

(a) Standard deviation

(b) Mean value

(c) Frequency

(d) Total quality

24. Six Sigma focuses on _____

(a) Data-driven decision-making

(b) Guesswork

(c) Top-level authority only

(d) Financial auditing

25. In Six Sigma, Green Belts are

(a) Employees trained to support improvement projects

(b) Senior executives

(c) Accountants

(d) Temporary workers

26. Black Belts in Six Sigma are

(a) Team leaders and experts who mentor others

(b) New interns

(c) Managers of HR department

(d) Outsiders

27. The main focus of Six Sigma is

a) Customer satisfaction through defect prevention

(b) Product advertising

(c) Financial reporting

d) Staff reduction

28. The ultimate goal of Six Sigma is to achieve

(a) 99.99966% accuracy

(b) 80% efficiency

(c) Average quality

(d) Maximum supervision

29. TQM stands for

(a) Total Quality Management

(b) Technical Quality Measurement

(c) Team Quality Monitoring

(d) Total Quantity Management

30. The key objective of TQM is

(a) Continuous improvement and customer satisfaction

(b) Cost cutting only

(c) Bureaucratic control

(d) Quick profit

31. The foundation of TQM lies in

(a) Quality at every stage

(b) Inspection only

(c) Blaming workers

(d) Reducing production

32. TQM requires participation of

(a) All employees

(b) Only managers

(c) Only production staff

(d) External consultants

33. The famous 14 points of quality management were proposed by

(a) W. Edwards Deming

(b) Joseph Juran

(c) Kaoru Ishikawa

(d) Philip Crosby

34. Fitness for use" definition of quality was given by

(a) Juran

(b) Deming

(c) Taylor

(d) Crosby

35. The "Zero Defect" concept was given by

(a) Philip Crosby

(b) Ishikawa

(c) Juran

(d) Deming

36. TOM promotes

(a) Customer-driven organization

(b) Profit-driven only

(c) Technology-driven only

(d) Manager-driven

37. TQM emphasizes the use of

(a) Quality tools like Pareto chart, Histogram, Check Sheet

(b) Financial tools

(c) Advertising campaigns

(d) Stock analysis

38. Which of the following is NOT an element of TQM?

(a) Continuous improvement

(b) Employee participation

(c) Customer focus

(d) Rigid hierarchy

39. The main purpose of 5S is to

(a) Increase sales

(b) Organize the workplace and improve efficiency

(c) Hire more workers

(d) Reduce salaries

40. 5S originated in which country?

(a) China

(b) USA

(c) Japan

(d) Germany

41. In 5S, "Seiri" stands for

(a) Set in order

b) Sort-remove unnecessary items

(c) Shine- clean the area

(d) Sustain- maintain standards

42. "Seiso" refers to

(a) Keeping the workplace neat and clean

(b) Sorting out materials

(c) Labeling items

(d) Conducting audits

43. The main benefit of 5S is

(a) Lower product quality

(b) Clean, safe and efficient workplace

(c) Increased paperwork

(d) Less teamwork

44. The goal of "Set in Order" is to

(a) Arrange items so they are easy to find and return

(b) Store everything randomly

(c) Remove all tools from the area

(d) Paint the walls

45. The word "Kanban" is derived from which language?

(a) English

(b) Japanese

(c) Chinese

(d) Korean

46. The meaning of "Kanban" is

(a) Visual signal or card

(b) Machine maintenance

(c) Work scheduling software

(d) Raw material storage

47. The Kanban system was first developed by

(a) Motorola

(b) Toyota Motor Corporation

(c) Ford Motor Company

(d) General Electric

48. The main purpose of a Kanban System is to

a) Increase inventory levels

(b) Control production and material flow visually

(c) Increase paperwork

(d) Delay production

49. TPM stands for

(a) Total Product Maintenance

(b) Total Productive Maintenance

(c) Total Process Management

(d) Total Preventive Management

50. The main objective of TPM is to

(a) Increase machine breakdowns

(b) Maximize equipment efficiency and eliminate losses

(c) Increase supervision

(d) Reduce operator involvement

UNIT IV Marketing Management

CO4 12 Marks

51. Marketing Management mainly involves _____.

(a) Only selling products

(b) Planning, organizing, directing and controlling marketing activities

(c) Managing only finance and production

(d) Delivering services without promotion

52. The main aim of marketing management is to _____.

(a) Increase costs

(b) Satisfy customer needs and achieve business goals

(c) Produce as much as possible without demand

(d) Focus only on pricing

53. Who defined marketing management as "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services"?

(a) Peter Drucker

(b) Philip Kotler

(c) Henry Fayol

(d) F.W. Taylor

54. According to Stanton, marketing management involves _____.

(a) Only advertising and sales

(b) Planning, organizing, directing and controlling exchange activities

(c) Financial decision-making

(d) Human resource management

55. Marketing management connects the company with _____.

(a) The government

(b) The suppliers

(c) The customers

(d) The employees only

56. Marketing management focuses on building _____.

(a) Machinery

(b) Strong customer relationships

(c) Employee unions

(d) Government ties

57. In simple terms, marketing management means _____.

(a) Managing only advertisements

(b) Managing all marketing activities for business success

(c) Controlling employee attendance

(d) Creating only product designs

58. The heart of business success, according to marketing management, is _____.

(a) Production

(b) Marketing

(c) Finance

(d) Accounting

59. The first step in effective marketing management is _____.

(a) Pricing the product

(b) Identifying customer needs

(c) Advertising

(d) Recruiting employees

60. Marketing management helps in creating demand through _____.

(a) Promotions and advertising

(b) Cost cutting

(c) Employee training

(d) Product maintenance

61. Marketing management encourages companies to develop ____.

(a) Outdated products

(b) New and innovative products

(c) Only cheap products

(d) Products with no packaging

62. Efficient distribution in marketing ensures products reach ____.

- (a) Suppliers on time
- (b) Customers at the right place and right time
- (c) Government agencies
- (d) Competitors

63. Customer satisfaction and loyalty are achieved by _____.

- (a) Ignoring customer feedback
- (b) Overcharging customers
- (c) Providing value and good relationships
- (d) Avoiding service after sales

64. Marketing helps in facing competition by _____.

- (a) Copying competitors' products
- (b) Studying the market and developing better strategies
- (c) Ignoring customer needs
- (d) Reducing product quality

65. Which of the following is a contribution of marketing to the economy?

- (a) Job creation and trade growth
- (b) Reduction in innovation
- (c) Lower employment
- (d) Limiting product variety

66. Marketing management helps in efficient use of resources by _____.

- (a) Focusing only on profitable markets
- (b) Ignoring consumer feedback
- (c) Using manpower randomly
- (d) Producing more than required

67. Brand image building through marketing means _____.

- (a) Creating a negative reputation
- (b) Building a positive public perception
- (c) Focusing only on pricing
- (d) Avoiding advertisements

68. The 7 Ps model was expanded from the original _____.

- (a) 3 Ps
- (b) 4 Ps
- (c) 5 Ps
- (d) 6 Ps

69. Which of the following is NOT part of the 7 Ps of marketing?

- (a) Product
- (b) People
- (c) Promotion
- (d) Partnership

70. 'Product' in marketing mix refers to _____.

- (a) Advertising methods
- (b) Goods or services offered to customers
- (c) Company profit goals
- (d) Employee performance

71. 'Price' in the 7 Ps represents _____.

- (a) Company investment
- (b) Amount customers pay for the product
- (c) Employee salary
- (d) Factory cost only

72. 'Place' in marketing refers to _____.

- (a) Location where products are stored only
- (b) Distribution channels used to reach customers
- (c) Only retail shops
- (d) Manufacturing plants

73. Which element of the 7 Ps involves advertising, sales promotion and public relations?

- (a) Product
- (b) Promotion
- (c) Process
- (d) People

74. 'People' in the marketing mix includes _____.

- (a) Only customers

- (b) Employees, sales staff and service providers
- (c) Only management
- (d) Suppliers

75. 'Physical Evidence' in marketing refers to _____.

- (a) Tangible elements that represent service quality
- (b) Company budget
- (c) Human behavior
- (d) Legal proof

76. In marketing, "needs" are defined as _____

- (a) Things that people desire for luxury
- (b) Basic human requirements for survival and well-being
- (c) Cultural preferences
- (d) Marketing products sold by companies

77. Which of the following is NOT a basic human need?

- (a) Food
- (b) Shelter
- (c) Respect
- (d) Television

78. Wants are best described as _____

- (a) The same for all humans
- (b) Specific preferences influenced by culture and personality

- (c) Completely independent of needs
- (d) Fixed and unchanging

79. When a person has both desire and ability to pay for a product, it is called _____.

- (a) Need
- (b) Want
- (c) Demand
- (d) Expectation

80. According to marketing principles, the starting point of marketing is _____

- (a) The product
- (b) The promotion
- (c) Understanding customer needs
- (d) The distribution channel

81. A person feels hungry — this is an example of _____

- (a) A want
- (b) A demand
- (c) A need
- (d) A product

82. A customer wanting to buy a pizza instead of home-cooked food shows _____

- (a) A need
- (b) A want
- (c) A demand

(d) A desire

83. When someone orders a Domino's pizza using their salary money, it becomes a _____

(a) Need

(b) Want

(c) Demand

(d) Preference

84. Which statement correctly shows the relationship between the three?

(a) Demand -> Want -> Need

(b) Need -> Want -> Demand

(c) Want -> Demand -> Need

(d) Need -> Demand -> Want

85. Marketing begins not with products but with _____

(a) Pricing

(b) Advertising

(c) Customer needs

(d) Profit

86. A customer saying, "I want a cheap mobile phone", refers to _____

(a) Secret need

(b) Stated need

(c) Delight need

(d) Unstated need

87. A customer actually requiring a durable, long-lasting mobile phone refers to a _____

- (a) Real need
- (b) Stated need
- (c) Secret need
- (d) Hidden want

88. A customer expecting good after-sales service but not mentioning it shows _____

- (a) Unstated need
- (b) Stated need
- (c) Real need
- (d) Delight need

89. Getting free accessories or surprise gifts with a product represents a _____

- (a) Secret need
- (b) Delight need
- (c) Real need
- (d) Stated need

90. Buying a premium brand for status or recognition indicates a _____

- (a) Secret need
- (b) Real need
- (c) Stated need
- (d) Unstated need

91. Understanding customer needs is the _____ of marketing.

- (a) End point
- (b) Foundation
- (c) Optional part
- (d) Final step

92. Identifying needs and wants helps companies in _____

- (a) Guessing demand
- (b) Developing products that meet real expectations
- (c) Increasing production only
- (d) Avoiding product innovation

93. When marketers understand true customer needs, they can _____

- (a) Reduce business risk
- (b) Increase confusion
- (c) Waste resources
- (d) Ignore feedback

94. Different customer groups with different needs and wants help in _____

- (a) Advertising only
- (b) Market segmentation and targeting
- (c) Cost control
- (d) Product packaging

95. A company that meets customer needs better than competitors gains _____

- (a) Customer dissatisfaction
- (b) Competitive advantage
- (c) Legal risk
- (d) Market confusion

96. In the smartphone market, the need is for _____

- (a) A particular brand
- (b) Communication and connectivity
- (c) Entertainment only
- (d) Brand recognition

97. The want in the smartphone market example is _____

- (a) Owning any phone
- (b) A smartphone with camera and internet
- (c) Having no phone
- (d) Using a landline

98. The demand in the smartphone example occurs when _____

- (a) The customer has no money
- (b) The customer purchases an iPhone or Samsung
- (c) The customer just browses online
- (d) The customer asks for product details

99. The main difference between want and demand is _____

- (a) Want has financial support; demand does not

- (b) Demand has willingness and ability to pay; want may not
- (c) Both are same
- (d) Demand is emotional; want is practical

100. Marketers study needs, wants and demands primarily to _____.

- (a) Produce what is easiest
- (b) Force customers to buy
- (c) Design products that satisfy real human requirements
- (d) Focus only on profit

Unit V Supply Chain and Human Resource Management

CO5 14Marks

101. Supply Chain Management (SCM) primarily involves ...

- (a) Managing customer complaints and product returns.
- (b) Coordinating and monitoring the flow of goods, services, and information from raw materials to final product delivery.
- (c) Designing marketing strategies to boost product sales.
- (d) Handling financial transactions and payroll management.

102. Logistics managementwhich leads to customer satisfaction and revenue growth.

- (a) increases costs and reduces customer satisfaction
- (b) optimizes efficiency and enhances customer satisfaction, leading to revenue growth
- (c) has no impact on revenue
- (d) reduces inventory accuracy

103. Supply chain management contributes to business success.....

- (a) By increasing product prices.

- (b) By delivering products on time, enhancing customer satisfaction, and boosting revenue.
- (c) By decreasing product availability.

- (d) By minimizing customer interactions.

104..... is the primary goal of supply chain management (SCM)

- (a) To maximize production costs

- (b) To reduce customer satisfaction

- (c) To deliver the right product at the right time, location and cost
- (d) To decrease supplier relationships

105.....the main components involved in supply chain management.

- (a) Procurement, inventory management, distribution and delivery

- (b) Marketing, branding, and customer loyalty.

- (c) Finance, accounting and tax management.

- (d) Advertising, human resource management.

106..... is the role of transportation in Supply Chain Management (SCM)

- (a) Production optimization
- (b) Demand forecasting
- (c) Movement of goods from one location to another
- (d) Procurement negotiation

107..... the importance of warehousing in Supply Chain Management (SCM) by selecting its primary purpose:

- (a) Reducing the need for inventory

- (b) Storage and efficient management of inventory
- (c) Eliminating transportation needs

(d) Only providing security for goods

108..... is the primary objective of Supply Chain Management

(a) Delivering the right product to the right place at the right time and cost

(b) Increasing warehousing costs

(c) Decreasing customer demand

(d) Reducing supplier involvement

109. Sourcing relates to..... in supply Chain Management:

(a) focuses on customer satisfaction; production focuses on storage

(b) deals with selecting suppliers that provide the best combination of cost, quality, and reliability.

(c) involve transportation

(d) handles order fulfillment

110. Choose the key component of logistics

(a) Supplier auditing

(b) Market research

(c) Delivery of goods to customers

(d) Production scheduling

111..... relates to the ERP systems on supply chain operations:

(a) Isolated data management

(b) Integrating functions such as procurement, inventory, and order processing

(c) Slower communication across departments

(d) Increased lead times

112..... is the role of predictive analytics in supply chain management:

- (a) Eliminating the need for data-driven decision-making
- (b) Increasing transportation costs
- (b) Forecasting demand and anticipating supply chain disruptions
- (c) Limiting the use of technology in logistics

113.....is a key advantage of IoT(Internet of Things) devices in logistics management:

- (a)Reducing supply chain visibility
- (c) Tracking the movement and condition of goods in real-time
- (d) Increasing manual monitoring
- (d)Limiting partner communication

114. The primary focus of IT-enabled SCM is on...

- (a) Real-time communication and visibility
- (b) Manual data entry
- (c) Product marketing
- (d) Product branding

115..... is one of the benefits of using IT in supply chain management.

- (a)Increased inefficiencies
- (b) Enhanced collaboration and data-driven decision-making
- (c) Higher operational costs
- (d) Reduced transparency

116..... is the significance of HRM to an organization:

- (a)Limiting employee engagement
- (b) Enhancing employee productivity and organizational culture
- (c) Eliminating labor law compliance
- (d) Only recruitment and dismissal

117..... is the role of training and development by selecting its key benefit for employees:

- (a) Decreasing skills over time
- (b) Increasing frustration
- (c) Improving skills and knowledge for better performance
- (d) Limiting exposure to new technologies

118..... is a key component of HRM related to employee assessment:

- (a) Performance management
- (b) Recruitment & selection
- (c) Compensation & benefits
- (d) Work-life balance initiatives

119. Ethical considerations in HRM focus on...

- (a) Offering competitive salaries
- (b) Adherence to legal and ethical standards
- (c) Limiting employee concerns
- (d) Increasing work-life conflicts

120..... HRM principles improve employee morale:

- (a) Ignoring work-life balance
- (b) Focusing only on compensation
- (c) Promoting work-life balance initiatives
- (d) Limiting development opportunities

121..... is the significance of HRM as a primary contributions to an organization:

- (a) Limiting engagement initiatives
- (b) Enhancing productivity and organizational culture
- (c) Avoiding labor compliance
- (d) Only handling terminations

122..... the role of training and development by selecting its key benefit for employees:

- (a) Decreasing skill levels
- (b) Increasing frustration
- (c) Improving skills and knowledge
- (d) Limiting exposure to technology

123..... is a key component of HRM related to employee assessment:

- (a) Performance management
- (b) Recruitment & selection
- (c) Compensation & benefits
- (d) Work-life balance

124.....is a principle which can help to improve employee morale:

- (a) Ignoring work-life balance
- (b) Focusing only on pay
- (c) Promoting work-life balance initiatives
- (d) Limiting development

125.....is the primary purpose of the "Chalk Circle" technique in the Toyota Production System?

- (a) To train employees in drawing techniques
- (b) To encourage managers to physically participate in production
- (c) To develop observation skills for identifying inefficiencies and areas for improvement
- (d) To mark safety zones on the shop floor

126..... leadership style that involves centralized decision-making:

- (a) Democratic Leadership
- (b) Transformational Leadership
- (c) Laissez-Faire Leadership
- (d) Autocratic Leadership

127..... leadership style is based on shared decision-making and participation:

- (a) Autocratic Leadership
- (b) Democratic Leadership
- (c) Laissez-Faire Leadership
- (d) Transformational Leadership

128 style do leaders inspire and motivate their employees to achieve higher goals and visions

- (a) Democratic Leadership
- (b) Autocratic Leadership
- (c) Laissez-Faire Leadership
- (d) Transformational Leadership

129..... is the key feature of Laissez-Faire leadership:

- (a) The leader makes all decisions
- (b) Employees have the freedom to make decisions
- (c) The leader supervises all actions closely
- (d) The leader focuses on inspiring employees

130..... style fits an environment requiring strict control:

- (a) Autocratic Leadership
- (b) Democratic Leadership
- (c) Transformational Leadership
- (d) Laissez-Faire Leadership

131. Supply Chain Management (SCM) mainly focuses on

- (a) Only manufacturing products
- (b) Managing and co-ordinating the flow of goods and services from supplier to customer
- (c) Advertising and promotion only
- (d) Human resource management

132. Which of the following best describes a “supply chain”?

- (a) Only the transport system of goods
- (b) A network connecting suppliers, manufacturers, warehouses and retailers
- (c) A financial accounting system
- (d) A marketing strategy

133. The main goal of SCM is to ensure

- (a) Expensive products and limited availability
- (b) Right product, right customer, right time, right cost
- (c) Only local distribution
- (d) Focus only on production

134. In the supply chain of biscuits, the final stage is

- (a) Milling wheat into flour
- (b) Packaging in factories
- (c) Selling to the consumer
- (d) Storage in warehouse

135. Which of the following is NOT part of a supply chain?

- (a) Supplier
- (b) Manufacturer
- (c) Warehouse
- (d) Accountant

136. Supply Chain Management involves

- (a) Only production and manufacturing
- (b) Planning, controlling and improving material and information flow
- (c) Only transportation and packaging
- (d) Advertising and promotion

137. Which of the following is an important benefit of SCM?

- (a) Increased cost and delays
- (b) Reduced customer satisfaction
- (c) Smooth flow of goods and reduced waste
- (d) Ignoring supplier relationships

138. Better co-ordination in SCM means

- (a) Working in isolation
- (b) Improved communication among suppliers, factories and dealers
- (c) Reducing employee communication
- (d) Focusing only on retailers

139. Logistics Management is a part of

- (a) Finance Management
- (b) Supply Chain Management
- (c) Marketing Management
- (d) Human Resource Management

140. The main focus of logistics management is

- (a) Manufacturing new products
- (b) Managing transportation, warehousing and distribution
- (c) Creating advertisements
- (d) Hiring employees

141. When an online order is packed, shipped and delivered, it is part of

- (a) Finance operations
- (b) Marketing campaign
- (c) Logistics management
- (d) Accounting

142. Which of the following is NOT a major function of logistics management?

- (a) Transportation
- (b) Warehousing
- (c) Order processing
- (d) Advertising design

143. Inventory control in logistics ensures

- (a) No stock is kept
- (b) The right quantity of goods is available when needed

- (c) Overproduction of goods
- (d) Only storing goods for a long time

144. The main difference between SCM and Logistics is

- (a) Logistics is broader than SCM
- (b) SCM focuses on overall co-ordination, while logistics focuses on transport and storage
- (c) SCM and logistics are unrelated
- (d) SCM only deals with advertising

145. In Samsung's example, logistics management is responsible for

- (a) Designing mobile phones
- (b) Advertising and sales promotions
- (c) Moving finished phones from factory to customer
- (d) Recruiting engineers

146. Supply Chain Management (SCM) connects

- (a) Only customers and retailers
- (b) Only manufacturers and warehouses
- (c) Suppliers, manufacturers, warehouses, distributors and customers
- (d) Only producers and government agencies

147. The main purpose of logistics management is to ensure

- (a) Smooth financial transactions only
- (b) Fast, safe and cost-effective movement of goods
- (c) Recruitment of supply staff
- (d) Designing new products

148. A successful supply chain depends on

- (a) Advertising and sales promotion
- (b) Smooth flow of materials, information and money
- (c) Reducing suppliers
- (d) Closing warehouses

149. The supply chain starts with

- (a) Retailers
- (b) Distributors
- (c) Suppliers
- (d) Customers

150. Suppliers are important because they

- (a) Manufacture finished goods
- (b) Provide raw materials and components
- (c) Sell products to customers directly
- (d) Handle customer service