

## The second mid-Term English Quiz

Tick the right answer: ☒ Choose the Correct answer just one

**Question: 1** What does the term 'value chain' refer to?

The financial performance of a company

The sequence of activities involved in creating a product or service

The marketing strategies used by a business

The management structure of an organization

**Question: 2** What is one way that can be used to increase the value of a product?

Increase costs and increase product functionality

Reduce costs and maintain product functionality

Maintain costs and reduce product functionality

Reduce costs and reduce product functionality

**Question: 3** What is the objective of VA/VE?

Providing high value at low cost

Providing high value at high cost

Providing low value at low cost

Providing low value at high cost

**Question: 4** VA/VE is a technique used to avoid going over budget or to reduce costs.

The above statement about Value Analysis/Value Engineering is:

True

False

**Question: 5** The structured VA/VE work plan requires identifying and listing the basic functions of the product being analyzed. In this context, what does the term "basic functions" refer to?

These are those by which the consumer acquires the product

They are those that make the product different

They are the components of each product

It is the added value of the product

**Question:** 6 Which of the following is NOT a primary activity in the value chain?

**Procurement**

**After-sales services**

**Operations**

**Inbound logistics**

**Question** 7 What is the purpose of value chain analysis?

**To develop marketing strategies**

**To assess employee performance**

**To understand where opportunities for improvement lie**

**To evaluate the financial health of a company**

**Question:** 8 Which of the following is a secondary activity in the value chain?

**Marketing and sales**

**Operations**

**Human resources management**

**Outbound logistics**

**Question:** 9 What can value chain analysis help improve?

**Brand recognition**

**Employee satisfaction**

**Customer satisfaction**

**Market share**

**Question:** 10 What is one potential outcome of conducting a value chain analysis?

**Increased employee turnover**

**Lower customer engagement**

**Cost reduction**

**Decreased product quality**

**Question:11** Which of the following is a primary activity related to distribution?

**Inbound logistics**

**Procurement**

**Outbound logistics**

**Operations**

**Question 12 :** What does the 'operations' activity in the value chain involve?

**Turning raw materials into a finished product**

**Conducting market research**

**Managing supplier relationships**

**Marketing the product**

**Question 13 ;** What is a benefit of improving secondary activities in the value chain?

**They eliminate the need for customer service**

**They reduce the need for marketing**

**They help primary activities become more efficient**

**They directly increase sales**

**Question 14** How can value chain analysis assist in strategic decision-making?

**By providing insights into employee performance**

**By eliminating the need for market research**

**By offering a view of operations and stakeholder interactions**

**By focusing only on financial metrics**

**Question 15** What is a potential use of value chain analysis regarding environmental impact?

**To reduce marketing costs**

**To assess environmental and social impacts**

**To enhance employee training programs**

**To increase production speed**

**Question 16** Which activity is related to sourcing raw materials?

**After-sales services**

**Operations**

**Marketing and sales**

**Procurement**

**Question 17** What is one way to achieve product differentiation?

**Investing in research and development**

**Focusing solely on marketing**

**Reducing costs across all activities**

**Eliminating after-sales services**

**Question 18** The market targeting is a stage in market identification process that aims to determine the set of buyers with common needs and characteristics.

**True**

**False**

**NB; You can only Choose one answer I accept only pdf or word that's it**

**Send all your exams at the Following Email;**

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**Good Luck**