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QUESTION 1

The allocation of revenues and costs to customer segments or individual customers in order to estimate segment value is known as:

- A. customer relationship management (CRM).
- B. customer profitability analysis.
- C. customer service analysis.
- D. customer standardization analysis.

Correct Answer: A

QUESTION 2

A company wishes to ship large quantities via ocean freight, utilizing the entire vessel capacity. The most appropriate contract of carriage to use a:

- A. bill of lading (B/L).
- B. wet lease.
- C. charter party.
- D. letter of credit.

Correct Answer: C

QUESTION 3

Which of the following situations best describes when duty drawbacks can be granted?

- A. A manufacturer minimally transforms imports, making products that are then exported.
- B. A distributor resells imported products.
- C. All of the raw materials are imported, a product is created, and then sold domestically.
- D. An exported product has significant domestic content.

Correct Answer: A

QUESTION 4

In the economic utility function of logistics, logistics adds:

- A. form and time utilities to products, while other activities add place and possession utilities.

- B. possession and place utilities to products, while other activities add form and possession utilities.
- C. place and time utilities to products, while other activities add form and possession utilities.
- D. possession and form utilities to products, while other activities add time and place utilities.

Correct Answer: C

QUESTION 5

Which of the following categories is a weakness of the rail systems?

- A. Safety records
- B. Inflexible infrastructures
- C. Effects of the weather
- D. Routes from city centers

Correct Answer: D

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