

CDPP Practice Test Questions and Answers

1. What is demand sensing?

- A) Using near-real-time data signals to detect short-term demand changes more quickly than traditional forecasting
- B) A physical sensor installed on retail shelves
- C) An employee survey about anticipated demand
- D) A quality inspection process for incoming goods

2. What is exponential smoothing?

- A) A forecasting method that applies exponentially decreasing weights to older observations
- B) A manufacturing process for creating smooth product surfaces
- C) A data visualization technique for making curves smoother
- D) A customer satisfaction scoring method

3. What is consensus forecasting?

- A) A process where multiple stakeholders collaborate to create a single agreed-upon forecast
- B) When all forecasting software agrees on a number
- C) A forecast that everyone automatically accepts
- D) Using only the sales team's forecast

4. What is promotional lift forecasting?

- A) Predicting the incremental demand increase caused by marketing promotions and adjusting plans accordingly
- B) Forecasting how many promotional flyers will be distributed
- C) Estimating the cost of promotional campaigns
- D) Predicting which products should be promoted

Answers: 1-A 2-A 3-A 4-A

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