



Free Questions for CMAPRA19-E03-1 by go4braindumps

Shared by Fulton on 20-10-2022

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

S is a hybrid car manufacturer. S relies on strong social media presence and online marketing campaigns to drive customers to its website. S prioritises measuring and improving active usage metrics.

Which of the following metrics does S prioritise?

Select ALL that apply.

Options:

- A- Abandon rates
- B- The customer feedback score
- C- The number of customer photographs uploaded
- D- Number of repeat webpage users
- E- Number of registered users

Answer:

A, D

Question 2

Question Type: MultipleChoice

A has a portfolio of business units. One of A's units has a total market share of 25% and its largest competitor has a market share of 20%. In the last year the overall market of this business unit has declined by 2%, although its revenues have increased by 12% following a successful marketing campaign.

According to the BCG matrix. A's business unit would be classified as which of the following?

Options:

- A- Dog
- B- Cash Cow
- C- Star
- D- Question Mark

Answer:

C

Question 3

Question Type: MultipleChoice

Irvine and Martin presented the advantages of Foresight as the 5Cs. Which of the following are correct aspects of the 5Cs as defined by Irvine and Mart in? Select ALL that apply.

Options:

- A- Co-ordination
- B- Comparability
- C- Criticality
- D- Communication
- E- Congruence
- F- Concentration

Answer:

A, D, F

Question 4

Question Type: MultipleChoice

WXY has been criticised by an activist shareholder for a lack of clarity in its formulation and implementation of strategy.

The activist shareholder states that WXY is confused as to the different levels of strategy and it has pointed to examples of inappropriate levels of management being held responsible for strategies that they do not control

WXY has decided to use the categories, Corporate, Business and Functional to clarify its strategic processes.

Which of the following are Corporate strategies?

Select ALL that apply.

Options:

- A-** WXY has improved the duration of its products' working lives to match its major competitor.
- B-** WXY is closing its data management business.
- C-** WXY is to move its Head Office and manufacturing facilities from Europe to Asia.
- D-** WXY intends to introduce improvements to its occupational pension scheme.
- E-** WXY will invest in robotics to become the lowest cost producer in its industry.
- F-** WXY intends to replace its transport fleet every five years.

Answer:

B, C, E

Question 5

Question Type: MultipleChoice

The Chief Executive Officer (CEO) of Company Y has recently attended a series of presentations on the six key roles that the World Economic Forum (WEF) recommend organisations fulfil in order to succeed in the digital age.

The CEO is particularly interested in changing the focus of Y from a five year, to a one year planning cycle, with more focus on experimentation and less focus on long-term planning.

Which of the six roles suggested by the WEF is the CEO particularly interested in?

Options:

- A- Strategic planner
- B- Driver of information-based business models
- C- Operational excellence driver
- D- Innovation promoter

Answer:

A

Question 6

Question Type: MultipleChoice

ABC is an online bank which has just reported substantial trading losses. It has received advice from a leading business consultancy that it should implement the following two strategies:

1. Take advantage of its reputation and brand image by entering a new industry.
2. Update all its networks to fifth generation (5G) as soon as possible. Which TWO of the following strategies has ABC been advised to implement?

Options:

- A-** Sustainable strategy
- B-** Foundational strategy
- C-** Consumer strategy
- D-** Corporate strategy

E- Ethical strategy

F- Functional or operational strategy

Answer:

D, F

Question 7

Question Type: MultipleChoice

Strategy is usually described as having three different levels: namely corporate strategy, business strategy and functional strategy. Which of the following are corporate strategies? Select ALL that apply.

Options:

A- A company has decided to invest to increase its levels of service to its key customers.

B- A company has decided to liquidate its assets and go out of business.

C- A company has decided to diversify into a new industry

D- A company has decided to implement pay equality for all its employees

- E-** A company has decided to implement a price cut to increase its market share.
- F-** A company has decided to implement a cloud based disaster-recovery strategy.

Answer:

A, C

Question 8

Question Type: MultipleChoice

Porter suggests that competitive advantage arises from the implementation of a generic strategy which best fits the organisation's environment. Which of the following are generic strategies'? Select ALL that apply.

Options:

- A-** A strategy which is based upon the business organising itself as the lowest-cost producer in its industry.
- B-** A strategy based upon persuading customers that its products or services are superior to its competitors products and services
- C-** A strategy which is based upon the organisation achieving cost-parity with its competitors.
- D-** A strategy in which its products or services are directed to a segment of the market rather than the market as a whole.

E- A strategy based upon persuading customers its products or services are of equivalent value to those of the market leader.

F- A strategy which makes investment decisions guided by a product's position in a product/market matrix.

Answer:

A, B, C, D

Question 9

Question Type: MultipleChoice

Information regarding two potential investments, that do not provide initial, valuable positive NPV opportunities, is outlined below:

* Y is a telecoms company, considering paying a premium for a Chinese telecoms company which has exclusive rights to service a large segment of the Chinese market, currently worth \$123 billion in total The exclusive rights cover 25% of the market

* Z is a developed market retailer, considering paying a premium for an Indian retail company in the belief that the market is going to continue to be

lucrative and grow by 8% per annum for the foreseeable future The current market is worth \$600 billion and the company currently has 12% of the total market.

Which of the following statements regarding sustainable excess returns for the above real options is true1?

Options:

- A- Y has the potential to generate greater excess returns as a follow on option than Z
- B- Z is an example of an option to abandon and not a follow on option.
- C- Y is an example of an option to abandon and not a follow on option
- D- Z has the potential to generate greater excess returns as a follow on option than Y.

Answer:

D

To Get Premium Files for CIMAPRA19-E03-1 Visit

<https://www.p2pexams.com/products/cimapra19-e03-1>

For More Free Questions Visit

<https://www.p2pexams.com/cima/pdf/cimapra19-e03-1>

