



CIMAPRA19-E01-1 Practice Questions

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Question 1

Question Type: MultipleChoice

Company P has revised its corporate and marketing objectives following a recent expansion in the primary market within which it operates. The next step is to devise an appropriate marketing strategy. Company P has conducted primary and secondary market research and this information is in the process of being analysed to establish the needs of the subjects. At which stage of the marketing strategy process is Company P?

Options:

- A- Segmentation
- B- Marketing mix
- C- Targeting
- D- Positioning

Answer:

A

Question 2

Question Type: MultipleChoice

Tis employed as an HR manager for a chain of hotels. A large part of her role is to assist the HR director with forecasting personnel requirements for the next one, three and six month periods respectively.

Which TWO of the following factors should be taken into consideration when forecasting personnel requirements?

Options:

- A- Staff approaching retirement age
- B- Absence and sickness rates
- C- Changes to the minimum wage legislation
- D- Employee turnover

Answer:

B, D

Question 3

Question Type: MultipleChoice

AcrossThePond is a ferry company that has just slashed their prices for trips scheduled to Europe between August and November - they are now almost half as cheap!

Why would AcrossThePond do this?

Select ALL that apply.

Options:

- A- So that they can increase demand to match supply.
- B- So that they can fully utilise their production capacity.
- C- So that they can increase consumer awareness of their summer services.
- D- So that they can better manage their supply.
- E- To increase their revenues.

Answer:

A, B

Question 4

Question Type: MultipleChoice

Company Y is very bureaucratic. The managers attend high numbers of planning meetings and the employees often complain of being micro-managed. Based on Hofstede, which dimension is being described within the culture of Company Y?

Options:

- A- Uncertainty avoidance
- B- Power distance
- C- Long-term orientation
- D- Masculinity

Answer:

A

Question 5

Question Type: MultipleChoice

Which TWO of the following are important aspects of the product in the marketing mix?

Options:

- A- Brand image
- B- Warranties
- C- Sponsorship
- D- Distribution
- E- Advertising

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Answer:

A, B

Question 6

Question Type: MultipleChoice

Digital interactive marketing does NOT involve the use of Which option best?

Options:

- A- Emails
- B- Mobile phones
- C- Radio commercials
- D- Social media

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Answer:

C

Question 7

Question Type: MultipleChoice

An internal audit department is set up to help prevent fraud. Which of the following are possible implications if fraud is allowed to take place?

Choose ALL that apply.

Options:

- A- Loss of new investors
- B- Theft of goods
- C- Criminal charges
- D- Inadequate segregation of duties

Answer:

A, B, C

Question 8

Question Type: MultipleChoice

There are four stages of development of supply chain management, according to Reck and Long's strategic positioning tool. Which stage of this model does the following description identify?

Emphasis is on better co-ordination between departments and suppliers involving timely communication about changes in price and availability of materials.

Options:

- A- The passive stage
- B- The independent stage
- C- The supportive stage
- D- The integrative stage

Answer:

C

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