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Question 1

Question Type: MultipleChoice

Which of the following is likely to be regarded as a direct function in most organizations?

Options:

- A- Distribution
- B- Human Resources
- C- Finance
- D- Research and Development

Answer:

C

Question 2

Question Type: MultipleChoice

At which of the following stages of new product development would the application of simultaneous engineering be likely to give the greatest potential cost saving for an organization?

Options:

- A- Detailed design of the product
- B- Conceptual design of the product
- C- Testing of the product
- D- Production of the product.

Answer:

D

Question 3

Question Type: MultipleChoice

Which of the following would be most likely to support a successful strategy of wide differentiation for an organization?

Options:

- A- Tailoring the product or service to a niche in the market
- B- Developing a standardised product with no frills
- C- Undertaking a rigorous cost reduction programme
- D- Developing a strong brand image for a range of products.

Answer:

B

Question 4

Question Type: MultipleChoice

Question: 32

Which of the following techniques would be most suited to achieving an understanding of a firms competitive position? (2 marks)

Options:

- A- Pareto analysis
- B- Carters 10 Cs
- C- Porters five forces analysis
- D- Lewins force-field analysis.

Answer:

D

Question 5

Question Type: MultipleChoice

With which of the following is a PEST analysis primarily concerned?

Options:

- A- The weaknesses of an organization
- B- The threats to an organization
- C- The strengths of an organization

D- The competitiveness of an organization

Answer:

C

Question 6

Question Type: MultipleChoice

Which of the following is likely to contribute to sustained competitive advantage for an organization?

Options:

- A-** A competence that may be described as distinctive
- B-** Cash flow statements that consistently show high liquidity
- C-** A fair but firm human resources policy
- D-** Products or services that are priced below the market average

Answer:

B

Question 7

Question Type: MultipleChoice

Which of the following applies best to the quote: The law of the trivial many, but important few?

Options:

- A- The Taguchi loss function
- B- Wynstras supplier involvement model
- C- Paretos 80/20 rule
- D- Bensaous supplier profile matrix.

Answer:

C

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