



Free Questions for CMAPRA19-E01-1 by ebraindumps

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Question 1

Question Type: MultipleChoice

Candidate testing often forms part of the selection process. XYZ is currently looking to recruit a Financial Analyst possessing advanced spreadsheet skills. You have been asked to devise a suitable selection test. Which of the following tests would be the most suitable?

Options:

- A- Personality test
- B- Cognitive test
- C- Specific ability test
- D- Numeracy and literacy test

Answer:

C

Question 2

Question Type: MultipleChoice

Y has recently been appointed as the head of a large charity. This is the first not-for-profit organisation that she has been involved with, having gained most of her experience in large retail organisations. She wants to make sure that she understands the differing objectives of her new employer.

Which THREE of the objectives below would be most likely associated with a not-for-profit organisation?

Options:

- A- Utilisation of resources
- B- Profit maximisation
- C- Value for money
- D- Increasing donations
- E- Maximising shareholder returns
- F- Increasing share price

Answer:

A, C, D

Question 3

Question Type: MultipleChoice

Appraisal systems involve the collection of feedback on an individual's performance from a range of sources. Which of the following sources apply to 180-degree appraisal?

SelectTHREE sources that apply.

Options:

- A- The individual's supervisor and the individual
- B- The individual and his peers
- C- The individual's supervisor and his peers
- D- The individual and the customers he deals with
- E- The individual's supervisor and the customers the individual deals with
- F- The individual's peers and the customers they deal with

Answer:

A, B, C

Question 4

Question Type: MultipleChoice

Which of the following specifically describes experiential marketing?

Options:

- A-** Experiential marketing uses marketing techniques to motivate employees.
- B-** Experiential marketing uses marketing techniques to achieve non-commercial goals.
- C-** Experiential marketing uses marketing techniques to create an emotional connection between a person and a brand.
- D-** Experiential marketing uses marketing techniques to maximise profits.

Answer:

C

Question 5

Question Type: MultipleChoice

The marketing environment includes political, economic, social, technological, ecological and legal factors affecting marketing (PESTEL). Select THREE examples of economic factors.

Options:

- A- Consumers' propensity to save
- B- Interest rates
- C- The introduction of new legislation relating to business tax
- D- The rate of inflation
- E- New ways of distribution
- F- Social mobility

Answer:

A, B, D

Question 6

Question Type: MultipleChoice

AB Company is considering a recruitment campaign to provide extra senior marketing staff for a new product launch. AB produces specialist industrial cleaning products and has a well developed marketing function. Which of the following will be an effective alternative to a recruitment campaign?

Options:

- A-** Promotion of existing staff in the department
- B-** Secondment of staff from other departments
- C-** Use of agency staff
- D-** Job rotation within the organisation

Answer:

A

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