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## Question 1

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**Question Type:** MultipleChoice

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Which of the following tools of analysis is most suited to establishing the targets for an internal cost reduction programme?

### Options:

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- A- Pareto analysis
- B- Value chain analysis
- C- Porters 'five forces' analysis
- D- Ansoffs analysis.

### Answer:

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A

## Question 2

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**Question Type:** MultipleChoice

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Which of the following best describes a strategy of 'related diversification'?

**Options:**

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- A- Marketing an existing product in an existing market
- B- Marketing a new product in an existing market
- C- Marketing a new product in a new market
- D- Marketing an existing product in a new market.

**Answer:**

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C

## Question 3

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**Question Type: MultipleChoice**

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

**Options:**

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- A- Offering a standardised product produced at a very low cost
- B- Offering a standardised product where the brand name had been heavily promoted
- C- Offering a non-standardised product to satisfy the particular needs of a small market segment
- D- Offering a non-standardised product to cater for the needs of a wide market segment.

**Answer:**

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C

## Question 4

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**Question Type: MultipleChoice**

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'Bottleneck' items in the supply positioning model are best described by which of the following?

**Options:**

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- A- Important purchases that are made in a market where there are many suppliers but where the value is high

- B-** Important purchases made in a market where there are few suppliers and the value is low
- C-** Important purchases made in a market where there are few suppliers but the value is high
- D-** Important purchases made in a market where there are many suppliers and the value is low.

**Answer:**

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B

## Question 5

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**Question Type:** MultipleChoice

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Which of the following, according to Porter, is an area for concern in identifying the competitive position of an organization?

**Options:**

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- A-** Economic environment
- B-** Product life cycle analysis
- C-** The extent of rivalry in a market
- D-** Comparative earned value analysis.

**Answer:**

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C

## Question 6

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**Question Type:** MultipleChoice

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The main purpose of a PEST analysis is to identify which of the following?

**Options:**

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- A- The strengths and capabilities of an organization
- B- The weaknesses of an organization
- C- The core competences of an organization
- D- The opportunities and threats presented by the external environment.

**Answer:**

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D

## Question 7

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**Question Type:** MultipleChoice

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Which of the following is the main objective of vendor rating?

### Options:

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- A- To provide a measurement of performance of a contract
- B- To make sure that the lowest possible cost is achieved
- C- To reduce risk to both parties
- D- To achieve the highest possible quality.

### Answer:

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A

## Question 8

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**Question Type:** MultipleChoice

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Which of the following best describes core competence in relation to gaining competitive For examiners advantage?

**Options:**

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- A- A competence that may be good enough to achieve profitability for a firm
- B- A competence that may be replicated by other competing firms
- C- A competence based on a distinct knowledge of customers and resource use
- D- A competence that provides short-term tactical advantage

**Answer:**

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D

## Question 9

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**Question Type: MultipleChoice**

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When conducting a supplier appraisal on a potential supplier of a strategic item, which of the following gives the best indication as to the continuity of supply?



**Options:**

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A- Financial profitability

B- Financial liquidity

C- Technical and commercial innovation

D- Persuasive selling techniques.

**Answer:**

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B

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