



VCE & PDF

PassApply.com

<https://www.passapply.com/cimapro15-e03-x1-eng.html>
2024 Latest passapply CIMAPRO15-E03-X1-ENG PDF and VCE dumps
Download

CIMAPRO15-E03-X1-ENG^{Q&As}

E3 - Strategic Management Question Tutorial

Pass CIMA CIMAPRO15-E03-X1-ENG Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/cimapro15-e03-x1-eng.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by CIMA
Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





QUESTION 1

DF Company is undertaking a strategic review of its activities and has asked you to explain how a Force Field analysis would assist in the review process.

Which of the following statements would be most appropriate?

- A. As part of DF's strategic review, identify forces facilitating the need for proposed change.
- B. Identify forces facing DF's activities that may create barriers and resistance to change.
- C. Provide a framework for identifying forces for and against the proposed changes within DF.
- D. Identify influential senior managers who will drive through changes in DF's strategic direction.

Correct Answer: C

QUESTION 2

Plush is a medium-sized hotel which recently opened on the outskirts of a city which is popular with tourists. It has a sophisticated website which allows customers to pre-book rooms and additional items, such as meals in its restaurant and tickets for popular tourist attractions in the city.

Plush has listed its website on a popular hotel price comparison website, which allows customers to compare prices and facilities of hotels in the same area and this has resulted in over 60% of Plush's customer bookings so far.

Since listing on the price comparison website, the Sales Manager of Plush has noticed that the prices offered by its nearest competitors have reduced dramatically and their range of special offers have also increased.

Which TWO of Porter's Five Forces have been most affected by the use of the price comparison website by the hotels in the same area as Plush? (Choose two.)

- A. Competitive rivalry.
- B. Threat of substitutes.
- C. Bargaining power of suppliers.
- D. Threat of new entrants.
- E. Bargaining power of customers.

Correct Answer: BE

QUESTION 3

GV is a manufacturer and retailer of high quality suede gloves. GV makes all of its sales in country F, and is extremely profitable. After many successful years trading, GV has accumulated significant cash reserves and would like to grow the business organically.

After some investigation work, GV has discovered an opportunity to sell leather shoes in country P.



Which of the following strategic directions is GV taking if it pursues this opportunity, according to Ansoff's product / market matrix?

- A. Product development
- B. Market development
- C. Related diversification
- D. Market penetration

Correct Answer: C

QUESTION 4

Ansoff has provided a product/market growth matrix which denotes possible strategic directions that an organization can follow.

Which of the following statements correctly describe the strategic options generated by the matrix? (Choose all that apply.)

- A. Diversification using new products in new markets.
- B. Product development using new products in new markets.
- C. Market development using existing products in new markets.
- D. Market penetration using existing products within existing markets.
- E. Market penetration using existing products in new markets.
- F. Market penetration using new products within existing markets.

Correct Answer: BDF

QUESTION 5

According to Porter's Five Forces model, which of the following would be evidence of high buyer power?

- A. There is a low probability of backward integration.
- B. Products are not standardized and buyers cannot easily switch to another product.
- C. Buyers are fragmented and act independently of each other.
- D. There is a concentration of buyers.

Correct Answer: D
