



CIMAPRO19-P02-1^{Q&As}

P2 - Advanced Management Accounting

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QUESTION 1

Which of the following statements about modified internal rate of return (MIRR) and internal rate of return (IRR) is correct?

- A. MIRR uses a more realistic reinvestment assumption than IRR.
- B. MIRR favours projects with long payback periods whereas IRR does not.
- C. MIRR and IRR will always rank competing projects in the same order.
- D. A project's MIRR will always be higher than its IRR.

Correct Answer: A

QUESTION 2

An organization wants to increase the use value that customers place on one of its products - a laptop computer. Which of the following actions, taken to increase the value to the customer, would increase the product's use value? Select ALL that apply.

- A. Launching a marketing campaign designed to build the company's brand.
- B. Installing a touch screen to improve the computer's functionality.
- C. Changing the color of the computer's case.
- D. Adopting a premium pricing strategy for the computer.
- E. Fitting advanced components to improve the computer's performance.

Correct Answer: BE

QUESTION 3

A company has just launched a new product at a selling price that is designed to rapidly gain market share and to discourage other competitors from entering the market. Which pricing strategy is the company using?

- A. Penetration pricing
- B. Loss leader
- C. Market skimming
- D. Premium pricing

Correct Answer: A

QUESTION 4



Performance measures that monitor the extent to which a not-for-profit organization's objectives have been achieved are measures of:

- A. economy
- B. efficiency
- C. effectiveness
- D. enterprise

Correct Answer: C

QUESTION 5

An organization has the right to mine for gold on its land. The price of gold and the cost of extraction are such that mining is not currently financially viable. However, the organization has the right to commence mining at any time in the future

if the price of gold increases and makes mining financially viable.

This right to commence mining in the future is an option to:

- A. abandon
- B. redeploy
- C. expand
- D. delay

Correct Answer: D

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