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QUESTION 1

The "Value Store" retail company offers its customers low prices and ease of purchase by minimizing waste and striving for high efficiency. What strategy is the "Value Store" using?

- A. Operational excellence
- B. Product/service leadership
- C. Customer intimacy
- D. Brand loyalty

Correct Answer: A

QUESTION 2

The XYZ Company opened a new manufacturing facility with a capital investment of 10,000,000. The cost to obtain the capital was 8%. In its first year of operations, the facility's net operating profit after taxes was 10,500,000. What was the economic value added (EVA) using the EVA formula?

- A. 500,000
- B. 840,000
- C. 8,000,000
- D. 9,700,000

Correct Answer: D

QUESTION 3

What most accurately describes a reason why organizations use financial reports?

- A. To differentiate company financial data from industry competitors to prevent loss of proprietary information
- B. To provide subjective information to key constituents that reflects the company's performance in the most favorable manner depending on stakeholder priorities
- C. To create a historical record of financial performance and identify trends that may justify changes in strategy
- D. To promote consistency of communication regarding company performance and value

Correct Answer: D

QUESTION 4

Internal process metrics are most useful in which of the following situations?

- A. Assessing how well the business is running
- B. Determining employee satisfaction levels
- C. Measuring the financial success of the business
- D. Evaluating customer perceptions of products or services

Correct Answer: A

QUESTION 5

Regarding presentations to executives, which of the following is most accurate?

- A. Keep them brief
- B. Use multiple media
- C. Include all details related to the issue
- D. Leave backup data out of the presentation so there is time to develop an effective response to unexpected questions

Correct Answer: A

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