Leads4Pass

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.leads4pass.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

TTT recently appointed a new Chief Executive, R, to lead it through a period of major change. R immediately set up a change management team which consisted of several senior managers and directors from across the organization. Together, they formulated an overall goal for change and then spent several weeks presenting the need for change to all of the staff through a series of staff meetings. At these meetings R involved staff and built their ideas into the final change strategy.

R also set a series of interim goals to encourage ongoing performance throughout the change process. When the organization reached these goals, R widely publicized these achievements to help motivate staff.

However, after six months, TTT had failed to reach most of the interim goals that had been set. Most of the members of the change management team had not maintained a significant interest in the change process and many of the staff felt that there had been a lack of communication and reward following the initial few weeks of the change process.

Kotter suggested that there were eight steps required to successfully lead change.

Which TWO of the following did R fail to achieve? (Choose two.)

A. Never letting up

B. Incorporate change into the culture

C. Develop a change vision

D. Generate short term wins
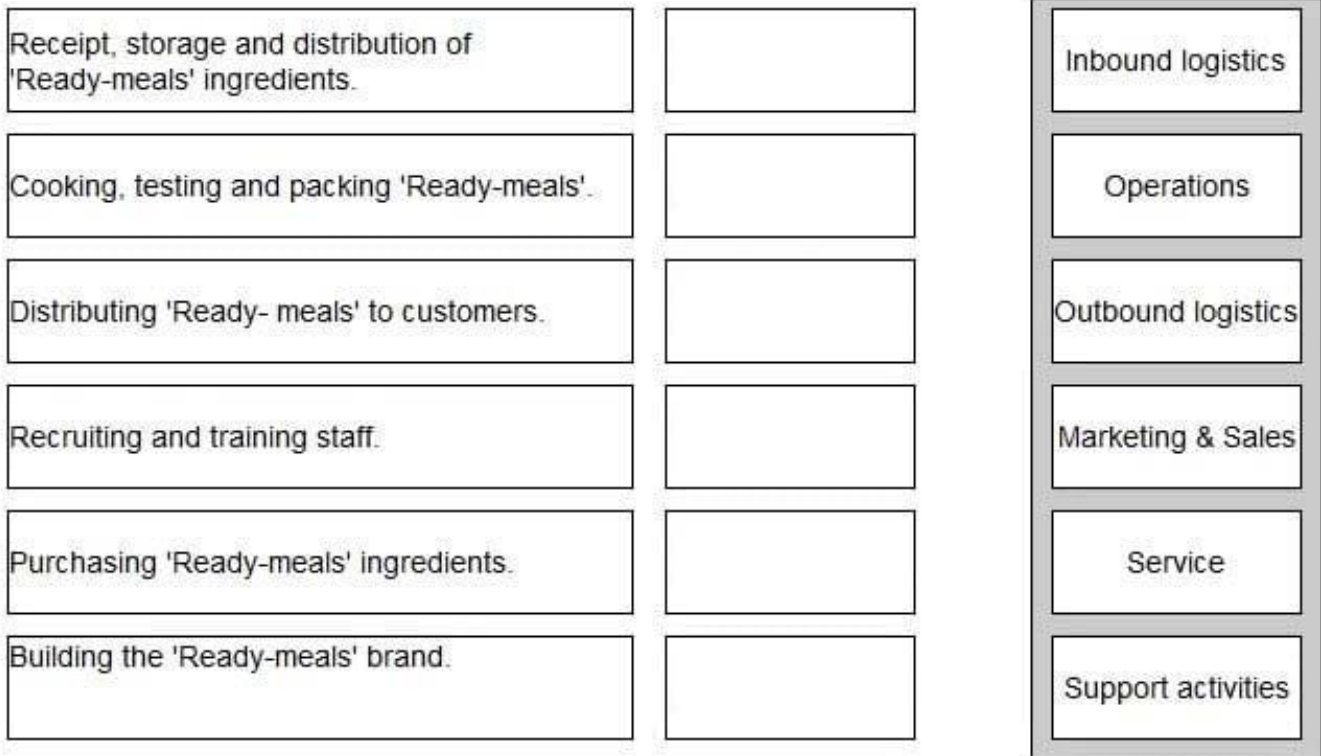
E. Empower broad based action

Correct Answer: CD
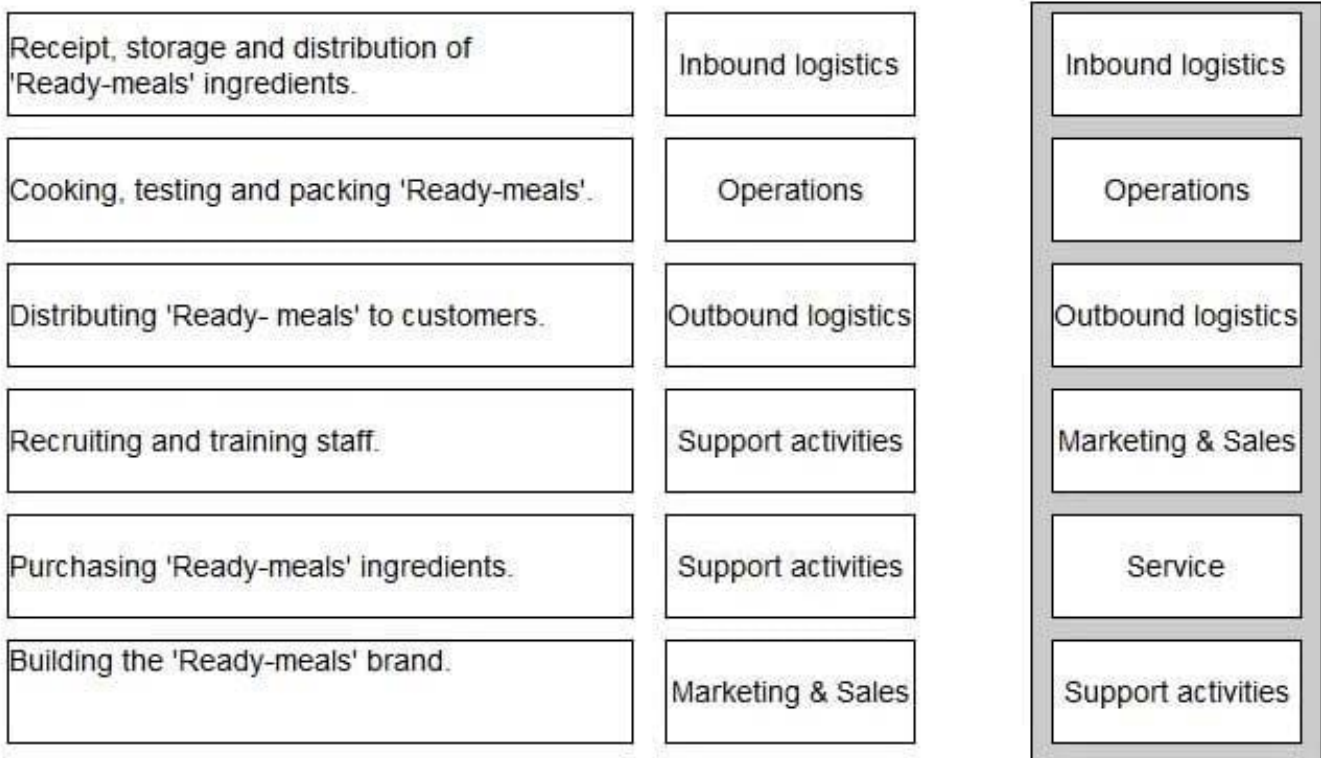
QUESTION 2

DRAG DROP

LMN is a fast food manufacturer that makes \\'Ready-meals\\'.

Place the appropriate stage of the Value Chain against each of the activities below:

Select and Place:

Receipt, storage and distribution of 'Ready-meals' ingredients.		Inbound logistics
Cooking, testing and packing 'Ready-meals'.		Operations
Distributing 'Ready- meals' to customers.		Outbound logistics
Recruiting and training staff.		Marketing & Sales
Purchasing 'Ready-meals' ingredients.		Service
Building the 'Ready-meals' brand.		Support activities

Correct Answer:

Receipt, storage and distribution of 'Ready-meals' ingredients.	Inbound logistics	Inbound logistics
Cooking, testing and packing 'Ready-meals'.	Operations	Operations
Distributing 'Ready- meals' to customers.	Outbound logistics	Outbound logistics
Recruiting and training staff.	Support activities	Marketing & Sales
Purchasing 'Ready-meals' ingredients.	Support activities	Service
Building the 'Ready-meals' brand.	Marketing & Sales	Support activities

QUESTION 3

DRAG DROP

QR is a conglomerate with two divisions, A and B. Given the information below, select the most appropriate strategy for each division to implement.

Select and Place:

		Market penetration
Division A has a strong brand but the technology used in its products is becoming outdated		Diversificaton
Division B is making financial losses in a mature market where its sales are considerably less than the sales of rival companies.		Divestment
		Product development

Correct Answer:

Division A has a strong brand but the technology used in its products is becoming outdated	Product development	Diversificaton
Division B is making financial losses in a mature market where its sales are considerably less than the sales of rival companies.	Market penetration	Divestment

QUESTION 4

\\'Big data\\' refers to datasets whose size is outside the ability of typical database software tools to capture, store, manage and analyze.

Which of the following statements is NOT a valid statement with regard to \\'big data\\'?

A. \\'Big data\\' will require the right infrastructure, incentives and safeguards to address public concerns.

B. As technology advances overtime, the size of datasets that qualify as \\'big data\\' will also increase.

C. The definition of \\'big data\\' can vary by sector, depending on the software tools and dataset sizes common to a particular industry.

D. Sufficient analytical and managerial talent is available to exploit the opportunities associated with \\'big data\\'.

Correct Answer: A

QUESTION 5

HHH is an international distribution company which operates a number of large distribution warehouses. HHH employs over 10,000 staff who operate the warehouses 24 hours per day and process over 500,000 packages and parcels each day. HHH operates in a highly competitive market and the senior management team recognize the importance of focusing upon its Critical Success Factors (CSF\\'s). However, some senior managers are confused as to the difference between CSF\\'s and Key Performance Indicators (KPI\\'s).

Which of the following are Critical Success Factors for HHH? (Choose all that apply.)

A. Percentage of stock damaged.

B. Market share percentage.

C. Customer satisfaction.

D. Continual maintenance of warehouse facilities.

E. Time taken to load and unload deliveries.

F. Efficient staff planning systems.

Correct Answer: BC

CIMAPRO15-E03-X1-ENG
Practice Test

CIMAPRO15-E03-X1-ENG
Exam Questions

CIMAPRO15-E03-X1-ENG
Braindumps