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QUESTION 1

Firms that sell products worldwide are most likely to have the lowest costs with a marketing mix that is

- A. Adapted to each market.
- B. Standardized for all markets.
- C. A combination of new and adapted products in each market.
- D. A combination of standardized products and adapted promotions.

Correct Answer: B

Firms that operate globally must choose a marketing program after considering the need for adaptation to local circumstances. The possibilities lie on a continuum from a purely standardized marketing mix to a purely adapted marketing mix. The former chooses to standardize products, promotion, and distribution. The latter adapts the elements of the mix to each local market. Worldwide standardization of all elements should be the lowest cost marketing strategy. However, even well established global brands ordinarily undergo some adaptation to local markets.

QUESTION 2

What condition is most likely necessary to the success of a strategy of preemptive expansion?

- A. Competitors believe that the move is preemptive.
- B. The result is intense industry conflict.
- C. The firm does not know the expectations of competitors about the market.
- D. The learning-curve effect is small.

Correct Answer: A

Competitors must believe that the move is preemptive. Hence, the firm should know competitors' expectations about the market or be able to influence them favorably. Moreover, the preempting firm must have credibility, such as resources, technology, and a history of credibility, to support its statements and moves.

QUESTION 3

Which of the following is an example of a physical control?

- A. Providing fire detection and suppression equipment.
- B. Establishing a physical security policy and promoting it throughout the organization.
- C. Performing business continuity and disaster recovery planning.
- D. Keeping an offsite backup of the organization's critical data.

Correct Answer: B



QUESTION 4

Which of the following is false with regard to email policies?

- A. Employees may use informal writing because email is often informal in nature.
- B. Employees should understand that the organization has a legal right to monitor the employees' use of the email system.
- C. Filters should be used to protect against spam.
- D. Emails should be concisely written.

Correct Answer: A

The principles of good writing still apply to emails. Therefore, emails should be written like any other formal communication within the organization.

QUESTION 5

A technology developer has entered a two-year contract with another organization to design new software. According to IIA guidance, which of the following provisions of this agreement would be the most effective to protect the developer's product knowledge and expertise?

- A. The right to audit.
- B. A performance measurement system.
- C. Defined roles and responsibilities.
- D. Intellectual property rights.

Correct Answer: D

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