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QUESTION 1

Which of the following does not describe perception?

- A. Selectivity.
- B. Organization.
- C. Objective.
- D. Interpretation.

Correct Answer: C

Perception is the process through which someone gives meaning to the surrounding environment. Perception consists of three subprocesses: selectivity, organization, and interpretation. Objectives focus upon the purpose of communication rather than the receipt and interpretation perception).

QUESTION 2

Which strategy for a global marketing organization balances local responsiveness and global integration?

- A. Global.
- B. Multinational.
- C. Glocal.
- D. Transnational.

Correct Answer: C

A glocal strategy combines some elements of local responsiveness or adaptation with some elements of global integration. Successful telecommunications firms are examples of balancing these elements. Local responsiveness is indicated when local product tastes and preferences, regulations, and barriers are significant. Global integration is indicated when demand is homogeneous and economies of productive scale are large.

QUESTION 3

A small engineering consulting firm accepts special projects from customers in a variety of fields. Its choice of an organic organizational design was most likely based on its:

- A. Lack of concern for self-fulfillment of employees.
- B. Preference for formal communication.
- C. Adoption of directive leadership style.
- D. Participative decision making processes.

Correct Answer: D



The organic structure is best suited to a company that emphasizes operational efficiency less than the flexibility needed to respond quickly to changes in its environment and the creativity to find solutions to new problems. Decision making in this context tends to rely on input from many sources and requires multidirectional communication. Hence, a horizontal or flat structure typified by project or matrix management will be appropriate.

QUESTION 4

Which of the following is a benefit of implementing an electronic communication system?

- A. Relatively low capital expenditures are required.
- B. The company's comparative advantage over smaller firms that cannot afford such a system will increase.
- C. There is little need for additional resource allocation to facilitate implementation of the system.
- D. The sophistication of electronic communication systems eliminates the need for backup files and data recovery systems.

Correct Answer: B

Implementation of an electronic communication system improves the technology of a company. This increases the company's advantage over smaller companies that cannot afford electronic communication systems.

QUESTION 5

Which of the following is not characteristic of a mature industry environment?

- A. Consolidation.
- B. Competitive interdependence.
- C. Falling demand.
- D. Strategic focus on deterring entry of new competitors into the marketplace.

Correct Answer: C

Falling demand is characteristic of declining industries. These industries have sustained a permanent decrease in unit sales over the long run.

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