



# CIMAPRO15-E03-X1-ENG<sup>Q&As</sup>

E3 - Strategic Management Question Tutorial

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### QUESTION 1

A direct external change trigger is:

- A. A general increase in the use of the Internet by society.
- B. An economic recession in an organization's home country.
- C. A powerful competitor forcing an organization to cut its prices.
- D. The introduction of new environmental protection policies by the government.

Correct Answer: D

Reference: [https://books.google.com.pk/books?id=spVXv8BW-ycCandpg=PA496andlpg=PA496anddq=cima+direct+external+change+triggerandsource=blandots=W9s2vgo5wUandsig=ACfU3U0JmMjMgOyVyUudozCuLvKCNJKyandhl=enandsa=Xandved=2ahUKEwidp\\_ajqODmAhVHx4UKHcWLCK8Q6AEwC3oECAkQAQ#v=onepageanddq=cima%20direct%20external%20change%20triggerandf=false](https://books.google.com.pk/books?id=spVXv8BW-ycCandpg=PA496andlpg=PA496anddq=cima+direct+external+change+triggerandsource=blandots=W9s2vgo5wUandsig=ACfU3U0JmMjMgOyVyUudozCuLvKCNJKyandhl=enandsa=Xandved=2ahUKEwidp_ajqODmAhVHx4UKHcWLCK8Q6AEwC3oECAkQAQ#v=onepageanddq=cima%20direct%20external%20change%20triggerandf=false)

### QUESTION 2

A Service Level Agreement (SLA) defines exactly what services a service provider will provide and the required level or standard for those services.

Which of the following statements regarding Service Level Agreements is NOT correct?

- A. Service Level Agreements should include the expected response time to technical queries.
- B. Service Level Agreements should include the targets and benchmarks to be used and the consequences for failing to meet them.
- C. Service Level Agreements should include the procedures for cancelling the contract.
- D. Service Level Agreements should include a guarantee to provide 100% availability for complaint resolution.

Correct Answer: A

### QUESTION 3

'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 4

BCA is a long established international airline. Which of the following represent Threats to BCA's business? (Choose all that apply.)

- A. A sudden increase in international terrorism.
- B. A substantial rise in the price of oil.
- C. A higher level of private car ownership.
- D. Greater popularity of long-haul holidays.
- E. A shortage of trained pilots in BCA.

Correct Answer: BE

#### QUESTION 5

JJJ is a publically quoted advertising agency. JJJ's competitive advantage is based on the expertise of its staff and its reputation in digital media advertising. JJJ has robust systems to protect its intellectual property. These include patents and copyrights. JJJ has also restricted access for most of its staff to its most sensitive data, such as studies of its customers' profitability.

JJJ's new Managing Director, Z, is concerned that when staff leave JJJ, the company loses whatever tacit knowledge they possess. These losses also impact on JJJ's reported profits. In order to remedy the losses of knowledge and the reduced profits Z wants to introduce a knowledge management strategy.

Which of the following steps support the introduction of a knowledge management strategy? (Choose all that apply.)

- A. Z should set a target for reported profit.
- B. JJJ needs to acquire and install appropriate hardware and software.
- C. JJJ should unfreeze current habits and standard operating procedures.
- D. JJJ should convince staff of the benefits of sharing their tacit knowledge.
- E. Z should gain the support of the Board of Directors.
- F. JJJ should integrate knowledge management and management accounting.

Correct Answer: DEF



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