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IASP Strategy Planning Professional Exam Sample Questions (Q34-Q39):

NEW QUESTION # 34

How do collaborative online tools affect an organization's way of interacting with its customers?

- A. Diminish the organization's ability to manage its relationship with customers
- B. Provide instant and continuous communication with customers
- C. Can work for or against an organization
- D. Provide various customer feedback tools

Answer: B

Explanation:

Collaborative online tools enhance customer interactions by enabling instant and continuous two-way communication, allowing organizations to respond promptly, gather feedback, and engage customers in real-time. The IASP SPP curriculum recognizes that such tools are increasingly critical for improving customer experience, building loyalty, and fostering co-creation of value. While these tools can have downsides if mismanaged, their primary effect is to expand communication capabilities, supporting transparency and responsiveness that differentiate organizations competitively. #IASP SPP Study Guide - Customer Engagement###Pralhad & Ramaswamy, Co-creation of Value#

NEW QUESTION # 35

Which of the following is NOT included in Porter's Five Forces Model?

- A. Threat of new entrants and substitute products
- B. Bargaining power of customers and suppliers
- C. Pace of technological advance
- D. Level of competition in an industry

Answer: C

Explanation:

Porter's Five Forces Model analyzes competitive forces—bargaining power of customers and suppliers, threat of new entrants, threat of substitutes, and rivalry among existing competitors—that influence industry profitability. The pace of technological advance, while influential, is considered part of the broader macro-environment and is not one of the five forces. The IASP SPP curriculum distinguishes between competitive forces and external environmental factors, emphasizing Porter's model as a tool for competitive analysis. #IASP SPP Study Guide - Competitive Forces###Porter, Competitive Strategy#

NEW QUESTION # 36

Which of the following is the BEST approach to getting buy-in and continuous engagement from stakeholders?

- A. Invite key stakeholders to attend an initial planning session to discuss the change
- B. Tell stakeholders who are against the change that they do not have a choice
- C. Find ways to bypass the support of stakeholders
- D. Ask stakeholders who are against the change what is needed to get their support

Answer: D

Explanation:

The best approach to secure buy-in and sustained engagement is to ask stakeholders who oppose the change what would be needed to gain their support. This inclusive and collaborative approach uncovers concerns, facilitates dialogue, and fosters ownership. The IASP SPP curriculum emphasizes that engaging dissenting voices and addressing their needs strengthens commitment and reduces resistance. Authoritarian or exclusionary approaches risk alienation and failure of change initiatives. #IASP SPP Study Guide - Stakeholder Engagement###Kotter, Leading Change#

NEW QUESTION # 37

Which of the following is a commonly used quantitative tool for making a final decision?

- A. Cost-benefit analysis

- B. Force field analysis
- C. Trend analysis
- D. Delphi process

Answer: A

Explanation:

Cost-benefit analysis is a quantitative tool that compares the expected costs and benefits of alternatives to guide decision-making. It provides a clear financial basis for evaluating options, ensuring resource allocation maximizes value. The IASP SPP curriculum integrates cost-benefit analysis as essential for evaluating strategic choices, balancing risk and return. Trend analysis and Delphi provide qualitative or forecasting insights, and force field analysis supports change management decisions but lacks direct financial quantification. #IASP SPP Study Guide - Decision Making Tools##PMI, PMBOK Guide#

NEW QUESTION # 38

Which of the following is NOT a benefit of portfolio planning?

- A. Yields higher-quality strategies
- B. Gives organization-wide visibility concerning strategic performance
- C. Provides framework that can be adapted to each organization's needs
- D. Decentralizes control strategy

Answer: D

Explanation:

Portfolio planning does not decentralize control strategy; rather, it enables centralized oversight and coordination of multiple projects or initiatives to optimize resource allocation and strategic alignment. The IASP SPP curriculum explains that portfolio management provides higher-quality strategies, transparency across the organization, and adaptable frameworks, but control remains structured to ensure coherence. #IASP SPP Study Guide - Portfolio Management##PMI, Standard for Portfolio Management#

NEW QUESTION # 39

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