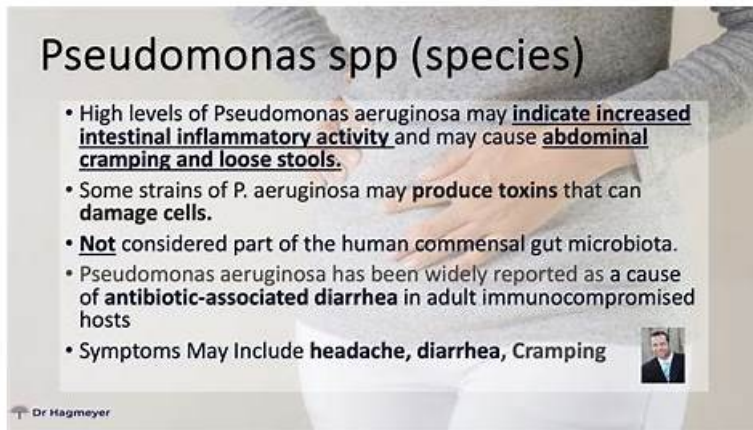


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## IASPStrategy Planning Professional Exam Sample Questions (Q149-Q154):

### NEW QUESTION # 149

How does qualitative information gathered by observation, interviews, or external focus groups inform strategic development?

- A. Provides market share information
- B. Provides insights on motivation of customers and competitors
- C. Confirms competitive positioning
- D. Defines future directions

**Answer: B**

Explanation:

Qualitative data from observations, interviews, and focus groups provide deep insights into the motivations, needs, and behaviors of customers and competitors. This information enriches strategic understanding beyond quantitative metrics, helping shape value propositions and competitive strategies. The IASP SPP curriculum stresses the value of qualitative insights in developing nuanced, customer-centric strategies and identifying emerging trends. #IASP SPP Study Guide - Market Research###Prahald & Ramaswamy, Co- creation of Value#

### NEW QUESTION # 150

Which of the following BEST represent the macro level factors to include in an environmental scan?

- A. Geopolitical, sociocultural, economic, technology, environmental, and industry trends
- B. Patterns of competition, technology, usage/consumption/service buying patterns, and barriers to exit
- C. Industry life cycle, demographics, changing profile of current customers, international trends, and events pertaining to the industry
- D. Regulatory, customer, competitive, labor, and supplier trends

**Answer: A**

Explanation:

Macro-level environmental scanning focuses on broad external forces, including geopolitical, sociocultural, economic, technological, environmental, and industry trends (PESTEL analysis). These factors shape the context within which organizations operate, influencing opportunities and risks. The IASP SPP curriculum stresses that understanding these macro factors enables proactive strategy formulation and risk mitigation.

Other options describe micro or industry-specific factors, which are important but secondary to the overarching macro environment. #IASP SPP Study Guide - Environmental Scanning##Aguilar, Scanning the Business Environment#

### NEW QUESTION # 151

Of the four elements presented, which would you expect to see more so on a business plan rather than on a strategic plan?

- A. Vision and mission statements
- B. Detailed results of an environmental scan
- C. Detailed performance metrics
- D. Detailed financial projections

**Answer: D**

Explanation:

Detailed financial projections are typically included in business plans, which focus on tactical, short-term resource requirements and financial feasibility. Strategic plans emphasize vision, mission, high-level goals, and performance metrics to guide long-term direction. The IASP SPP curriculum highlights the distinction between these documents and their purposes. #IASP SPP Study Guide - Business vs. Strategic Plans#

#Drucker, The Practice of Management#

### NEW QUESTION # 152

The Strategic Planning Professional should know and/or understand how to set up a monitoring and (1) \_\_\_\_\_ processes and various (2) \_\_\_\_\_ systems to track key success factors, S.M.A.R.T. goals and implementation of changes anticipated in the strategy.

- A. (1) Human capital management; (2) communications
- B. (1) Customer communications; (2) Data analysis
- C. (1) Accountability; (2) Information
- D. (1) Meeting minutes recording; (2) Progress reporting

**Answer: C**

Explanation:

Strategic Planning Professionals must establish (1) accountability processes to ensure responsibility for outcomes is clearly assigned and (2) information systems that collect, analyze, and report relevant data to monitor key success factors and SMART goals. Accountability clarifies who is responsible for what, while information systems provide the infrastructure for timely, accurate performance tracking. The IASP SPP curriculum emphasizes that integrating these processes and systems is critical for transparency, informed decision-making, and effective strategy implementation. Human capital or customer communications alone do not sufficiently address monitoring and control needs. #IASP SPP Study Guide - Monitoring and Control#

#Kaplan & Norton, Balanced Scorecard#

### NEW QUESTION # 153

Which of the following risk mitigation strategies focuses on reducing the likelihood or impact of a risk before it occurs?

- A. Risk transfer
- B. Risk avoidance
- C. Risk acceptance
- **D. Risk reduction**

**Answer: D**

Explanation:

Risk reduction involves proactive steps to decrease the probability or potential impact of a risk before it materializes. The IASP SPP curriculum emphasizes that effective strategic planning incorporates risk reduction measures such as process improvements, controls, and contingency preparations to minimize vulnerabilities. This differs from risk acceptance (acknowledging risk), avoidance (eliminating risk entirely), or transfer (shifting risk to another party). Risk reduction enhances resilience and supports successful strategy execution. #IASP SPP Study Guide - Risk Management##PMI, Risk Management Framework#

### NEW QUESTION # 154

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