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## IASP Strategy Planning Professional Exam Sample Questions (Q110-Q115):

### NEW QUESTION # 110

Which of the following best describes a marketing strategy?

- A. Must be established first before other strategies are set
- **B. Defines the organization's product market focus**
- C. Drives the operation's strategy
- D. Addresses the best way to achieve the overall business strategy, competitive advantage in a sustainable way

**Answer: B**

Explanation:

A marketing strategy primarily defines the organization's product market focus, specifying target markets, positioning, and customer value propositions. While marketing supports business strategy, it is a subset focused on market-related decisions. The IASP SPP curriculum explains that marketing strategy aligns with but does not precede or override overall business strategy. Operations strategy may be influenced but not driven solely by marketing. #IASP SPP Study Guide - Marketing Strategy##Kotler, Marketing Management#

### NEW QUESTION # 111

Annual review of the strategic plan DOES NOT include

- A. updating core strategies.
- **B. conducting a financial audit.**
- C. conducting an external environmental scan.
- D. reviewing annual planning priorities.

**Answer: B**

Explanation:

The annual strategic plan review typically involves updating strategies, reviewing priorities, and conducting environmental scans to maintain relevance and adapt to changes. However, financial audits are separate processes focused on accounting and compliance and are not part of strategic plan review activities. The IASP SPP curriculum delineates strategic review as a forward-looking exercise distinct from financial auditing, which supports but does not substitute strategic assessment. #IASP SPP Study Guide - Strategic Review##Kaplan & Norton, Balanced Scorecard#

### NEW QUESTION # 112

Which of the following is generally included in the process of "cascading" an organizational strategy map?

- A. Review employee development plans and performance incentives
- **B. Develop strategic objectives, performance measures, and strategic initiatives for business and support units**
- C. Reorganize business and support units
- D. Write vision and mission statements for each business and support unit

**Answer: B**

Explanation:

Cascading an organizational strategy map involves developing strategic objectives, performance measures, and strategic initiatives tailored for business and support units to ensure alignment with corporate-level strategy. This process translates high-level goals into actionable plans across all parts of the organization, facilitating coherent execution. The IASP SPP curriculum emphasizes cascading as essential for operationalizing strategy, driving accountability, and ensuring every unit understands its contribution to overarching objectives. Vision and mission creation, employee plans, and reorganization may complement but are not central to cascading. #IASP SPP Study Guide - Strategy Implementation##Kaplan & Norton, Balanced Scorecard#

### NEW QUESTION # 113

Which of the following tools graphically displays the time relationship of steps in a project?

- A. Organizational chart

- B. Spider diagram
- **C. Gantt chart**
- D. PERT chart

**Answer: C**

Explanation:

A Gantt chart visually represents project activities along a timeline, showing start and end dates and dependencies. It facilitates scheduling, tracking, and communication. The IASP SPP curriculum identifies Gantt charts as essential project management tools supporting strategy implementation. PERT charts also show project activities but focus on task sequences and critical paths, spider diagrams illustrate relationships, and organizational charts show hierarchy. #IASP SPP Study Guide - Project Management###PMI, PMBOK Guide#

#### NEW QUESTION # 114

In the Balanced Scorecard strategy map, which of the following themes is focused on the firm's products and services, more so than the other themes?

- A. Be a Good Corporate Citizen
- B. Achieve Operational Excellence
- C. Build the Franchise
- **D. Increase Customer Value**

**Answer: D**

Explanation:

The theme "Increase Customer Value" in the Balanced Scorecard strategy map directly relates to enhancing the firm's products and services to meet or exceed customer expectations, driving satisfaction and loyalty. The IASP SPP curriculum notes this theme emphasizes customer-centric innovation, quality, and service excellence, more specifically than broader operational or corporate responsibility themes. "Build the Franchise" relates more to growth and brand, "Achieve Operational Excellence" to efficiency, and "Be a Good Corporate Citizen" to social responsibility. #IASP SPP Study Guide - Balanced Scorecard###Kaplan & Norton, Balanced Scorecard#

#### NEW QUESTION # 115

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