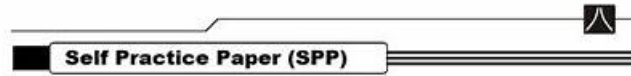


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IASP Strategy Planning Professional Exam Sample Questions (Q50-Q55):

NEW QUESTION # 50

Which of the following best describes a marketing strategy?

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

Answer: A

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 # 51

Which of the following stages comprise the PDCA cycle?

- A. Prepare, design, change, assess
- **B. Plan, do, check, act**
- C. Plan, deliver, collaborate, apply
- D. Propose, describe, consult, approve

Answer: B

Explanation:

The PDCA cycle- Plan, Do, Check, Act - is a foundational continuous improvement process originally developed by Deming. It guides strategic planning and quality management efforts by providing a systematic approach to planning initiatives (Plan), executing them (Do), monitoring and evaluating outcomes (Check), and making necessary adjustments (Act). This cyclical method ensures that strategic plans are not static but evolve through ongoing feedback and improvement. The IASP SPP emphasizes the PDCA cycle's utility for strategic plan implementation and performance management, ensuring plans remain relevant and effective. #IASP SPP Study Guide - Continuous Improvement###Deming, W.E. Out of the Crisis, 1986#

NEW QUESTION # 52

Individual stress results from a reaction to

- **A. positive and negative events.**
- B. primarily external situations.
- C. negative events only.
- D. positive events only.

Answer: A

Explanation:

Stress arises from reactions to both positive and negative events, reflecting the complexity of human psychological responses. Positive events like promotions or increased responsibilities can be stressors just as much as negative events such as conflicts or setbacks. The IASP SPP curriculum explains that understanding this dynamic is crucial for leaders managing change, as stress impacts performance, morale, and adaptability. Recognizing that stress does not solely stem from adverse conditions helps organizations design supportive interventions and resilience-building strategies that address a range of triggers. #IASP SPP Study Guide - Change Management and Leadership###Lazarus & Folkman, Stress and Coping Theory#

NEW QUESTION # 53

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. Ask stakeholders who are against the change what is needed to get their support**
- C. Find ways to bypass the support of stakeholders
- D. Tell stakeholders who are against the change that they do not have a choice

Answer: B

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 # 54

Which of the following are steps to success in a project life cycle?

- A. Plan, change, evaluate, and monitor
- B. Budget, plan, evaluate, and monitor
- C. Assign, budget, plan, and implement
- **D. Define, plan, implement, and evaluate**

Answer: D

Explanation:

Successful project life cycles typically follow the sequence define, plan, implement, and evaluate, ensuring clarity of objectives, thorough preparation, execution, and assessment for learning and improvement. The IASP SPP curriculum identifies this structured approach as foundational for managing strategic initiatives effectively. #IASP SPP Study Guide - Project Management###PMI, PMBOK Guide#

NEW QUESTION # 55

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