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IASP Strategy Planning Professional Exam Sample Questions (Q148-Q153):

NEW QUESTION # 148

Which of the following is NOT characteristic of key stakeholders?

- A. Stakeholders are uninterested in strategic plans
- B. Stakeholders can have an impact on the strategic plan
- C. Stakeholders are rightfully interested in the outcome of any change management process
- D. Some stakeholders are more critical to change efforts than others

Answer: A

Explanation:

Key stakeholders are by definition interested in strategic plans as these directly affect their interests, responsibilities, or roles within the organization. They have the ability to influence the plan's development and implementation and are invested in its outcomes. The IASP SPP curriculum highlights that ignoring stakeholder interest or involvement can lead to resistance or failure in change management. Recognizing varied levels of influence and criticality among stakeholders supports targeted engagement and communication strategies. #IASP SPP Study Guide - Stakeholder Management##Freeman, Strategic Management#

NEW QUESTION # 149

Which of the following LEAST contributes to customer value?

- A. Providing customer appreciation
- B. Enticing customers to participate in surveys
- C. Providing a caring customer service
- D. Anticipating and adjusting for the psychological cost of the product to the customer

Answer: B

Explanation:

Customer value is primarily created through appreciation, empathetic service, and reducing psychological costs such as effort or anxiety in purchase/use. While customer surveys can be useful feedback mechanisms, simply enticing participation without delivering value or acting on feedback contributes least to customer value. The IASP SPP curriculum highlights that authentic value creation focuses on improving experience and meeting customer needs, not on administrative tasks like survey solicitation. #IASP SPP Study Guide - Customer Value##Pralhad & Ramaswamy, Co-creation of Value#

NEW QUESTION # 150

Which of the following evaluates actual performance, compares actual performance to goals, and takes action on the differences?

- A. Quality planning
- B. Quality improvement
- C. Quality design
- D. Quality control

Answer: D

Explanation:

Quality control involves monitoring actual performance against established standards or goals and taking corrective actions when deviations occur. It is an essential step in maintaining process consistency and product/service quality. The IASP SPP curriculum identifies quality control as a key component of continuous improvement and strategic

execution, ensuring that outcomes meet expectations and strategic objectives are achieved. Quality design refers to establishing specifications; quality planning involves defining standards; quality improvement focuses on enhancing processes. Quality control serves as the feedback mechanism to detect and address gaps in performance.#IASP SPP Study Guide - Quality Management##Deming, Total Quality Management#

NEW QUESTION # 151

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

Answer: A

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 # 152

Which of the following BEST describes an effective organizational mission statement?

- A. Is a forward looking and emotionally grabbing sentence that identifies where the organization aspires to be 3 or more years in the future
- B. Describes the organization's core values and the key processes used to satisfy its customers and stakeholders
- C. Describes the purpose of the organization, the services and products provided, and how the organization creates value for its customers
- D. Lists strategic goals and performance measures

Answer: C

Explanation:

An effective mission statement defines the organization's purpose, the services or products it provides, and how it creates value for customers. This statement grounds the organization's activities and strategy in a clear purpose. The IASP SPP curriculum distinguishes mission from vision: mission is about current purpose, vision about future aspirations. Including core values or strategic goals in the mission blurs its focus.#IASP SPP Study Guide - Mission and Vision##Drucker, The Practice of Management#

NEW QUESTION # 153

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