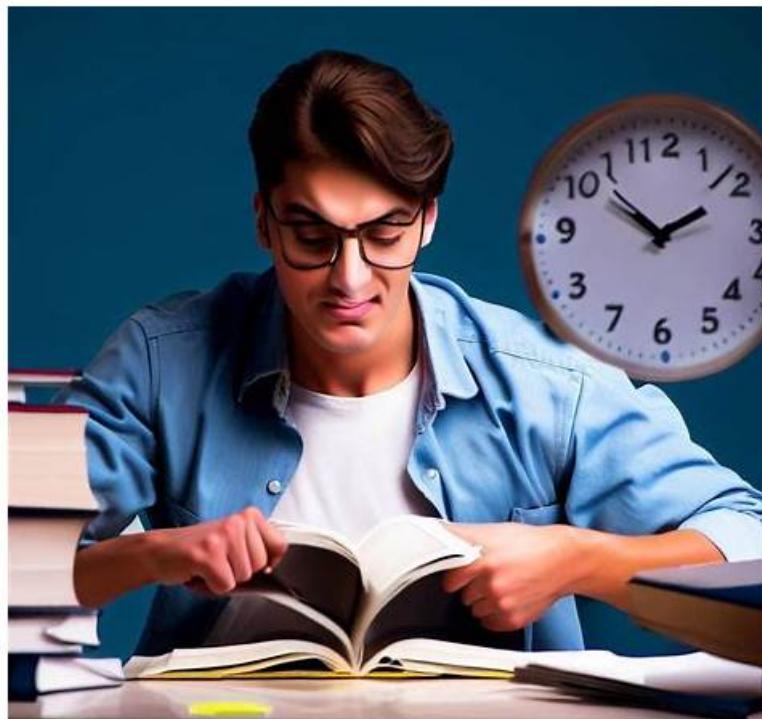


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IASPStrategy Planning Professional Exam Sample Questions (Q41-Q46):

NEW QUESTION # 41

Which of the following best describes a marketing strategy?

- A. Drives the operation's strategy
- **B. Defines the organization's product market focus**
- C. Must be established first before other strategies are set
- 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 # 42

Which of the following BEST describes an effective core organizational value?

- **A. Is widely shared among members of the organization**
- B. Is highlighted on the organization's website to enhance its image
- C. Is broad enough to translate into actions and transactions
- D. Gives the organization a broad range of options on how best to interact with key stakeholders

Answer: A

Explanation:

Effective core organizational values are those that are widely shared and embraced across the organization, guiding behavior, decision-making, and culture consistently. Shared values unify employees, foster trust, and shape interactions internally and externally. The IASP SPP framework highlights that values must be authentic and practiced to influence organizational success meaningfully. While values should be actionable (option B), the critical factor is their genuine adoption rather than broad wording or external promotion.

Highlighting values on websites alone does not ensure cultural impact.#IASP SPP Study Guide - Organizational Culture##Schein, Organizational Culture and Leadership#

NEW QUESTION # 43

Which of the following BEST summarizes what the strategic management and measurement system should measure?

- A. Benchmarks comparing different industry standards
- B. Organization's mission and purpose
- C. Organization's shared vision of the future
- **D. Actual progress relative to organizational performance targets**

Answer: D

Explanation:

Strategic management systems should primarily measure actual progress relative to defined performance targets, enabling evaluation of how well strategies translate into results. The IASP SPP curriculum stresses that measurement informs decision-making, accountability, and continuous improvement by tracking tangible outcomes rather than abstract concepts or benchmarks alone.#IASP SPP Study Guide - Performance Measurement##Kaplan & Norton, Balanced Scorecard#

NEW QUESTION # 44

The act of monitoring the activities an organization needs to execute to achieve its strategic objectives can be described as

- **A. Performance management**
- B. Budgeting
- C. Oversight
- D. Change management

Answer: A

Explanation:

Performance management is the ongoing process of tracking organizational activities to ensure they align with strategic objectives. It involves setting targets, measuring results, analyzing variances, and taking corrective actions. The IASP SPP curriculum positions performance management as central to translating strategy into results, supporting accountability and continuous improvement. Oversight is a governance function, budgeting allocates resources, and change management handles transitions, but performance management integrates these elements for strategic success. #IASP SPP Study Guide - Performance Management##Kaplan & Norton, Balanced Scorecard#

NEW QUESTION # 45

Seeing where actions and changes in system components can lead to significant, lasting improvements is best described as:

- A. Total quality management priorities
- B. Followership
- **C. Leverage**
- D. Change agency

Answer: C

Explanation:

Leverage in strategic thinking refers to identifying points within a system where small changes can yield disproportionate, sustainable improvements. Recognizing leverage points helps focus resources and efforts for maximum impact. The IASP SPP curriculum incorporates systems thinking concepts, emphasizing leverage as a tool for efficient and effective change. Change agency and followership relate more to roles and behaviors, while total quality management is a broader philosophy encompassing continuous improvement.

#IASP SPP Study Guide - Systems Thinking##Senge, The Fifth Discipline#

NEW QUESTION # 46

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