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## **IASP Strategy Planning Professional Exam Sample Questions (Q46-Q51):**

### **NEW QUESTION # 46**

What BEST characterizes a strategic plan?

- A. A breakdown of all the functions of the organization
- B. A plan that should be revised at least monthly
- C. A plan that should be developed by a specially trained strategic planner
- **D. A plan that needs to be translated into practical operational terms**

**Answer: D**

Explanation:

A strategic plan requires translation into practical, operational terms to be implemented effectively. The IASP SPP curriculum stresses that strategy must bridge vision and daily actions through clear goals, metrics, and initiatives. While strategic planners facilitate development, ongoing revision depends on organizational needs. Functional breakdowns are operational details, not strategic focus. #IASP SPP Study Guide - Strategy Implementation##Kaplan & Norton, Balanced Scorecard#

### **NEW QUESTION # 47**

The entrance into the transportation industry of ride-sharing services (UBER, LYFT, etc ...) is an example of

- A. A winning brand strategy.
- B. An expensive product strategy.
- **C. A disruptive innovation.**
- D. Successful market segmentation.

**Answer: C**

Explanation:

Ride-sharing services represent disruptive innovation, introducing new business models that challenge traditional transportation by leveraging technology, flexibility, and customer convenience. The IASP SPP curriculum discusses disruptive innovation as a driver of industry transformation and strategic opportunity, requiring incumbents to adapt or risk obsolescence. #IASP SPP Study Guide - Innovation and Growth#  
#Christensen, The Innovator's Dilemma#

### **NEW QUESTION # 48**

Which of the following is NOT one of Porter's original Five Forces of industry analysis?

- A. Suppliers
- **B. Industry regulations**
- C. Substitute products
- D. Customers

**Answer: B**

Explanation:

Porter's Five Forces include supplier power, buyer power (customers), threat of new entrants, threat of substitutes, and competitive rivalry. Industry regulations are not one of the original five forces but are part of the broader macro-environment considered in environmental scanning. The IASP SPP curriculum presents Porter's model as a tool to analyze competitive forces shaping profitability, emphasizing that understanding these forces helps develop effective competitive strategies. #IASP SPP Study Guide - Competitive Analysis#  
#Porter, Competitive Strategy#

### **NEW QUESTION # 49**

Which of the following is NOT a factor in intrinsic motivation?

- A. Employee empowerment
- **B. Remuneration or compensation plans**
- C. Job design
- D. Training

**Answer: B**

Explanation:

Intrinsic motivation arises from internal drivers such as empowerment, meaningful job design, and opportunities for learning/training. In contrast, remuneration or compensation plans are extrinsic motivators based on external rewards. The IASP SPP curriculum distinguishes intrinsic from extrinsic motivation, emphasizing the importance of fostering intrinsic factors for sustained engagement, creativity, and satisfaction. #IASP SPP Study Guide - Motivation##Deci & Ryan, Self-Determination Theory#

#### **NEW QUESTION # 50**

Which of the following practices is aligned with the company's purpose, mission, and strategies?

- A. Write off and destroy year-end inventories
- **B. Allow high-end department store partners to clear year-end inventories through modest discounting**
- C. Clear out year-end inventories by exporting to developed overseas markets like China
- D. Clear out year-end inventories by expanding into factory outlets

**Answer: B**

Explanation:

Allowing high-end department store partners to clear inventories through modest discounting maintains brand integrity and aligns with the company's mission and strategic positioning. This approach preserves the premium image and supports key retail partnerships. Other options risk diluting brand value (factory outlets), misaligning market focus (exports), or reflect poor inventory management (write-offs). The IASP SPP curriculum highlights that operational practices must be consistent with strategic intent to sustain competitive advantage and stakeholder trust. #IASP SPP Study Guide - Strategy Alignment##Kaplan & Norton, Balanced Scorecard#

#### **NEW QUESTION # 51**

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