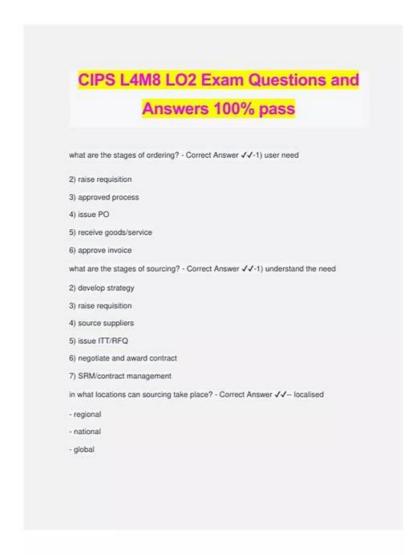
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# **CIPS L6M2 Exam Syllabus Topics:**

Topic	Details
Topic 1	<ul> <li>Understand and apply tools and techniques to address the challenges of global supply chains: This section targets Supply Chain Analysts and covers methods for analyzing global supply chains, such as STEEPLED analysis, benchmarking, and performance metrics. It also evaluates regulatory influences, including import</li> <li>export controls, tariffs, and employment regulations like equality, health, and safety. A critical skill assessed is applying STEEPLED analysis to supply chain challenges.</li> </ul>

Topic 2	Understand strategy formulation and implementation: This section evaluates the skills of Strategic Planners in understanding how corporate and business strategies impact supply chains. It covers strategic directions, diversification, portfolio matrices, and methods for pursuing strategies like mergers or alliances. It also examines aligning supply chains with organizational structures and managing resources like people, technology, and finance. A key skill measured is implementing strategies under uncertain conditions.
Topic 3	Understand and apply the concept of commercial global strategy in organizations: This section measures the skills of Global Strategy Analysts and focuses on evaluating the characteristics of strategic decisions in organizations. It includes understanding strategic versus operational management, strategic choices, and the vocabulary of strategy. A key skill measured is effectively differentiating between strategic and operational management.
Topic 4	Understand financial aspects that affect procurement and supply: This section measures the skills of Financial Analysts in assessing how costs, funding, and economic objectives impact supply chains. It includes managing currency volatility through exchange rate instruments like forwards or derivatives and addressing commodity price fluctuations using futures or hedging. A critical skill assessed is managing financial risks in global supply chains effectively.

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# **CIPS Global Commercial Strategy Sample Questions (Q37-Q42):**

#### **NEW QUESTION #37**

**SIMULATION** 

Explain how culture and historic influences can impact upon a business's strategic decisions and positioning within the marketplace

#### Answer:

#### Explanation:

How Culture and Historic Influences Impact Strategic Decisions and Market Positioning A business's strategic decisions and positioning within the marketplace are shaped by both organizational culture and historical influences. These factors affect how a company develops strategy, interacts with customers, manages employees, and competes globally.

1. The Role of Organizational Culture in Strategic Decisions

Organizational culture is the shared values, beliefs, and behaviors within a company. It influences decision-making, innovation, and competitive advantage.

How Culture Affects Strategy

☐ Risk Appetite - A culture that embraces innovation (e.g., Google) will invest in R&D, while risk-averse cultures (e.g., traditional
banks) focus on stability.
□ Decision-Making Speed - Hierarchical cultures (e.g., Japanese firms) rely on consensus, while Western firms (e.g., Apple) may
have centralized decision-making.
☐ Customer Engagement - A customer-centric culture (e.g., Amazon) leads to investment in personalization and AI-driven

### Example:

recommendations.

Toyota's Kaizen Culture (Continuous Improvement) has shaped its lean manufacturing strategy, giving it a competitive advantage in cost efficiency.

2. How Historic Influences Shape Business Strategy

Historical events, past business performance, economic trends, and industry evolution shape how businesses position themselves in the marketplace.

How History Affects Strategy

$\square$ Legacy of Innovation or Conservatism - Companies with a history of innovation (e.g., IBM, Tesla) continuously push boundaries
while firms with traditional roots (e.g., British banks) focus on risk management.
□ Economic Crises and Financial Stability - Businesses that survived financial crises (e.g., 2008 recession) tend to develop risk-
averse financial strategies.
☐ Market Reputation and Consumer Perception - A strong historical reputation can be leveraged for branding (e.g., Rolls-Royce's
luxury image).
Example:
Lego nearly went bankrupt in the early 2000s, leading it to redefine its strategy, focus on digital gaming partnerships, and revive its
brand.
3. The Influence of National and Corporate Culture on Global Positioning When expanding globally, businesses must align their
strategies with different cultural expectations.
How Culture Affects Global Market Entry
□ Consumer Preferences - Fast food chains adapt menus for local cultures (e.g., McDonald's in India offers vegetarian options).
□ Negotiation & Communication Styles - Business negotiations in China emphasize relationships ("Guanxi"), while Western firms
prioritize efficiency.
□ Leadership and Management Approaches - German firms emphasize engineering precision, while Silicon Valley firms prioritize
agility and experimentation.
Example:
IVEA modifies store leverts in different countries small anorthments in January schools have been spaced in the U.C.

IKEA modifies store layouts in different countries-small apartments in Japan vs. large home spaces in the U.S.

4. Strategic Positioning Based on Cultural & Historic Factors

A company's historical and cultural influences define its positioning strategy:

Strategic Positioning Factor	Cultural & Historic Influence	Example CIPS
Cost Leadership	History of cost-efficiency & lean production	Chartered Institute of Toyota's lean manufacturing pply
Differentiation	Innovation-driven culture	Apple's product design strategy
Sustainability	Environmentally conscious culture	Patagonia's eco-friendly branding
Heritage Branding	Using history for premium positioning	Rolex leveraging Swiss craftsmanship

#### Conclusion

A business's strategic decisions and market positioning are deeply influenced by organizational culture, national culture, and historical performance. Companies that leverage their cultural strengths and adapt to market history can achieve long-term competitive advantage.

# **NEW QUESTION #38**

SIMULATION

How can Minzburg's 5Ps assist an organisation to develop its global strategy?

#### Answer:

Explanation:

Mintzberg's 5Ps and Global Strategy Development

Introduction

Henry Mintzberg's 5Ps of Strategy is a framework that helps organizations understand the multiple perspectives of strategy. It recognizes that strategy is not just a planned activity but evolves through deliberate and emergent actions. The 5Ps-Plan, Ploy, Pattern, Position, and Perspective-help organizations develop an effective global strategy by providing a structured approach to decision-making and competitive positioning.

1. Explanation of Mintzberg's 5Ps

Mintzberg's 5Ps define strategy in five different ways, which help in shaping an organization's global expansion and competitive positioning.

5Ps	Definition	Application in Global Strategy
Plan 📜	A structured and deliberate approach to achieving long-term goals.	Organizations develop a detailed market entry strategy (e.g., expanding into Asia through Chartered institute of acquisitions on & Supply
Ploy 🥞	A competitive move to outmaneuver rivals.	Companies may reduce prices or launch a new product to gain market share before competitors.
Pattern 🖸	A consistent approach to decision- making, often based on past behaviors.	Firms that successfully operate in one country replicate their model in new markets (e.g., McDonald's global franchising).
Position 6	Defining a unique place in the global market relative to competitors.	A company chooses <b>cost leadership</b> , <b>differentiation</b> , <b>or niche strategy</b> to establish itself internationally.
Perspective	The organization's culture and mindset influencing strategy.	A firm's values, vision, and innovation philosophy shape how it expands globally.

- 2. How Mintzberg's 5Ps Assist in Developing Global Strategy
- 1. Strategy as a Plan Setting a Clear Direction for Global Expansion

Organizations develop structured strategic plans for international growth, including market research, investment strategies, and risk assessments.

Example: Tesla planned its global expansion into China by building a Gigafactory, ensuring supply chain efficiency and market entry success.

- ☐ Benefit: Ensures a structured, well-researched approach to global expansion.
- 2. Strategy as a Ploy Gaining Competitive Advantage

Companies use strategic moves to block competitors or gain an early advantage in global markets.

Example: Amazon strategically enters new markets by offering discounts and acquiring local businesses to weaken competitors.

- ☐ Benefit: Helps organizations counter competition and establish dominance in new markets.
- 3. Strategy as a Pattern Replicating Successful Models

If a company has a proven business model, it can apply the same strategy across different regions.

Example: McDonald's follows a pattern-based global expansion model, using standardized menus but adapting products to local tastes (e.g., McAloo Tikki in India).

- ☐ Benefit: Allows organizations to scale efficiently while maintaining consistency.
- 4. Strategy as a Position Establishing a Competitive Market Position

Organizations must decide how they will compete globally-whether through cost leadership, differentiation, or niche markets.

Example: Apple positions itself as a premium brand worldwide, maintaining exclusivity through high pricing and innovation.

- ☐ Benefit: Helps organizations create a distinctive identity in international markets.
- 5. Strategy as a Perspective Aligning Culture and Global Vision

A company's culture and values influence its global strategy.

Example: Patagonia's sustainability-first approach shapes its expansion into environmentally conscious markets, aligning with global CSR expectations.

- ☐ Benefit: Ensures global expansion aligns with the company's long-term values and mission.
- 3. Advantages of Using Mintzberg's 5Ps in Global Strategy Development
- ☐ Holistic Approach Ensures strategy is not just a rigid plan but adapts to competition and market trends.
- ☐ Enhances Competitive Agility Organizations can pivot between strategies (e.g., using a Ploy to disrupt competitors).
- □ Supports Market Adaptation Helps companies apply Pattern-based expansion while considering local market needs.
- ☐ Aligns Corporate Vision with Market Positioning The Perspective approach ensures expansion aligns with organizational values.
- 4. Limitations of Mintzberg's 5Ps in Global Strategy
- ☐ Lack of Emphasis on External Factors Unlike PESTLE or Porter's Five Forces, the 5Ps focus mainly on internal strategy.
- ☐ Can Be Overly Conceptual May lack specific actionable steps for implementing global expansion.
- □ Does Not Account for Rapid Market Changes In fast-changing industries (e.g., tech), rigid strategic planning may become outdated quickly.

Solution: Combine 5Ps with external analysis tools (e.g., PESTLE for macro-environmental risks, BCG for product portfolio management).

Conclusion

Mintzberg's 5Ps of Strategy provide a comprehensive framework for developing global strategies, ensuring that businesses consider planning, competitive moves, consistency, positioning, and cultural alignment. However, it should be used in combination with other strategic models for a well-rounded approach to global expansion and decision-making.

#### **NEW QUESTION #39**

**SIMULATION** 

XYZ is a high fashion clothing designer and wishes to complete a benchmarking exercise. Discuss priority dimensions to be measured in the benchmarking exercise and propose a strategy for completing the exercise

#### Answer:

Explanation:

Benchmarking Exercise for XYZ - A High Fashion Clothing Designer

Introduction

Benchmarking is a strategic performance measurement tool that helps businesses compare their processes, products, and strategies with industry leaders to identify areas for improvement.

As a high fashion clothing designer, XYZ must focus on key priority dimensions such as product quality, supply chain efficiency, sustainability, brand positioning, and customer engagement. A structured benchmarking strategy ensures that XYZ can achieve competitive advantage, optimize operations, and align with industry best practices.

1. Priority Dimensions to be Measured in Benchmarking

XYZ should focus on the following five key benchmarking dimensions to enhance its competitiveness in the luxury fashion market:

1. Product Quality and Design Innovation

 $\square$  Why it's important?

High fashion brands compete on premium materials, craftsmanship, and exclusivity.

Quality affects brand reputation, pricing strategy, and customer loyalty.

Example: XYZ can benchmark against Gucci or Chanel by comparing fabric sourcing, production techniques, and unique design elements.

2. Supply Chain Efficiency and Lead Times

 $\square$  Why it's important?

Speed-to-market is critical in high fashion, especially for seasonal collections.

Efficient supply chains reduce costs and enhance inventory management.

Example: Zara benchmarks against luxury brands to optimize supply chains while maintaining affordability.

Key Metrics to Benchmark:

Supplier lead times (raw materials to finished goods).

Production cycle time (design to retail store).

Logistics and distribution efficiency.

3. Brand Positioning and Market Perception

 $\square$  Why it's important?

A high fashion brand's success depends on prestige, exclusivity, and perceived value.

Benchmarking against top competitors helps XYZ maintain a premium brand image.

Example: XYZ can compare its marketing strategies, social media presence, and celebrity endorsements with Louis Vuitton or Dior.

Key Metrics to Benchmark:

Brand awareness and perception (customer surveys).

Pricing strategy compared to competitors.

Effectiveness of marketing campaigns and influencer collaborations.

4. Sustainability and Ethical Sourcing

 $\square$  Why it's important?

Consumers expect eco-friendly, ethically produced fashion.

Sustainable brands gain a competitive edge and attract Gen Z and millennial buyers.

Example: Stella McCartney's ethical fashion model is a benchmark for sustainable materials and responsible sourcing.

Key Metrics to Benchmark:

Use of sustainable materials (organic, recycled fabrics).

Ethical supplier compliance with fair labor practices.

Carbon footprint reduction in production and logistics.

5. Customer Engagement and Experience

 $\square$  Why it's important?

Luxury brands thrive on personalized customer experiences and loyalty programs.

Omnichannel retail (physical stores + digital platforms) enhances sales and retention.

Example: Burberry's digital transformation provides a seamless luxury online shopping experience.

Key Metrics to Benchmark:

Online vs. in-store customer engagement levels.

AI-driven personalization in e-commerce.

Customer service responsiveness and return policies.

2. Proposed Strategy for Completing the Benchmarking Exercise

To complete the benchmarking process successfully, XYZ should follow a structured benchmarking approach using the 5-step process:

Step 1: Identify Benchmarking Objectives

Define what XYZ wants to achieve (e.g., reducing lead times, improving sustainability).

Select benchmarking partners (competitors, industry leaders, cross-industry comparisons).

Step 2: Data Collection & Research

Use primary and secondary research to gather data:

Primary Research: Surveys, interviews, supplier audits.

Secondary Research: Competitor reports, industry data, fashion indexes.

Example: Studying annual sustainability reports from high fashion brands to benchmark against sustainability best practices.

Step 3: Analyze Performance Gaps

Compare XYZ's current performance metrics with industry benchmarks.

Identify gaps and improvement opportunities (e.g., faster supply chain, better brand marketing).

Example Analysis:

XYZ's supply chain lead time = 60 days vs. benchmark brand = 30 days  $\rightarrow$  Strategy needed for optimization.

Step 4: Develop and Implement Improvement Strategies

Set SMART objectives (Specific, Measurable, Achievable, Relevant, Time-bound).

Adjust supply chain processes, brand positioning, marketing strategies, and customer experience initiatives.

Example Action Plan:

Supply Chain: Partner with local European suppliers to reduce lead times.

Sustainability: Introduce organic cotton & cruelty-free leather in the next collection.

Step 5: Continuous Monitoring and Review

Regularly review benchmarking outcomes.

Adjust strategies to remain competitive in the evolving high fashion market.

Example: Chanel adapts marketing campaigns every season to maintain exclusivity and desirability.

Conclusion

Benchmarking allows XYZ to measure product quality, supply chain efficiency, brand positioning, sustainability, and customer engagement against high fashion industry leaders. A structured 5-step benchmarking process ensures that XYZ continuously improves its strategic performance and maintains a competitive edge.

#### **NEW QUESTION #40**

SIMULATION

XYZ is a manufacturing company based in the UK. It has a large complex supply chain and imports raw materials from Argentina and South Africa. It sells completed products internationally via their website. Evaluate the role of licencing and taxation on XYZ's operations.

#### Answer:

Explanation:

Evaluation of the Role of Licensing and Taxation on XYZ's Operations

Introduction

Licensing and taxation play a critical role in international trade, supply chain management, and overall financial performance. For XYZ, a UK-based manufacturing company that imports raw materials from Argentina and South Africa and sells internationally via an e-commerce platform, compliance with licensing and taxation regulations is essential to ensure smooth operations, cost efficiency, and legal compliance.

This evaluation will assess the impact of licensing and taxation on XYZ's global supply chain, import/export activities, and financial performance.

- 1. The Role of Licensing in XYZ's Operations
- 1.1 Import and Export Licensing Regulations

As XYZ imports raw materials from Argentina and South Africa, it must comply with the UK's import licensing requirements and trade agreements with these countries.

☐ Impact on XYZ:

Import licenses may be required for certain restricted raw materials (e.g., metals, chemicals, agricultural products).

Export control laws may apply, depending on the destination of final products.

Delays or fines may occur if licenses are not properly managed.

Example: If XYZ imports metal components subject to UK trade restrictions, it must secure import licenses before shipment clearance.

1.2 Industry-Specific Licensing Requirements

Some industries require special licenses to manufacture and sell products globally.

☐ Impact on XYZ:		
	nical-based products, it may need compliance c	certifications (e.g., CE marking in the EU,
FDA approval in the US).		, ,
Failure to meet licensing requirements can	n block international sales.	
Example: A UK manufacturer selling med	dical devices must obtain MHRA (Medicines ar	nd Healthcare products Regulatory Agency)
approval before distributing products.		
1.3 E-Commerce & Digital Sales Licensi		
As XYZ sells its products internationally	via its website, it must comply with:	
☐ Consumer Protection Laws (e.g., GDI		
$\hfill\Box$ E-commerce business registration and		
•	r in the EU if it sells products to European custo	omers via its website.
2. The Role of Taxation in XYZ's Opera	ations	
2.1 Import Duties and Tariffs		
	aw materials from Argentina and South Africa, v	which may attract import duties and tariffs.
☐ Impact on XYZ:		
Higher import duties increase raw materia	·	
	South Africa trade deal) may reduce costs.	
Post-Brexit UK-EU trade regulations ma		the state of the state of
	on South African goods, XYZ may need to find	alternative suppliers or negotiate better
deals.	Compliance	
2.2 Corporate Tax & International Tax (	compliance ax laws and international taxation regulations.	
1.0	ix laws and international taxation regulations.	
☐ Impact on XYZ: Paying corporate tax in the UK based or	n dobal calas rayanya	
Managing international tax obligations wh		
Risk of double taxation if the same incom		
	any and the US, it may need to register for tax is	in those countries and comply with local
VAT/GST requirements.	my and the 65, it may been to register for the in	in those countries and comply with local
2.3 Value Added Tax (VAT) & Sales Ta	ax	
	bsite, it must adhere to global VAT and sales ta	ax rules
☐ Impact on XYZ:	osac, a mass denote to goods visit dad sales d	2110000
In the EU, VAT registration is required for	or online sales above a certain threshold.	
In the US, sales tax regulations vary by s		
Compliance with UK VAT laws (e.g., 20		
	to EU customers must comply with the EU One	-Stop-Shop (OSS) VAT scheme.
2.4 Transfer Pricing & Tax Efficiency	1 3	1 1 ( )
If XYZ has international subsidiaries or s	supply chain partners, it must manage transfer pr	ricing regulations.
☐ Impact on XYZ:		
Ensuring fair pricing between UK operati	tions and overseas suppliers to avoid tax penalti	ies.
Optimizing tax-efficient supply chain struc	ctures to minimize tax burdens.	
	apple and Amazon use tax-efficient structures to	
2	Licensing and Taxation Effectively XYZ can ta	ake several steps to optimize tax compliance
and licensing efficiency:		
Key Area	Strategic Action	

Key Area	Strategic Action
Import Licensing	Ensure all import/export licenses are obtained for raw materials.
E-Commerce Compliance	Register for VAT/GST where necessary to avoid legal penalties. Supply
Tax Planning	Use tax-efficient supply chain structures to minimize international tax burdens.
Tariff Optimization	Explore free trade agreements to reduce import costs.
Supply Chain Diversification	Reduce reliance on high-tariff countries by sourcing from alternative regions.

# Conclusion

Licensing and taxation have a major impact on XYZ's international manufacturing and e-commerce operations. To maintain profitability and regulatory compliance, XYZ must:

□ Ensure import/export licensing aligns with UK and international trade laws.

<ul> <li>□ Manage import duties, VAT, and corporate tax obligations effectively.</li> <li>□ Optimize its supply chain and tax planning to reduce costs.</li> <li>By proactively managing these areas, XYZ can enhance its global competitiveness while minimizing risks.</li> </ul>
NEW QUESTION # 41 SIMULATION XYX is an airline whose profits have been severely affected due to not being able to operate during a two-year pandemic. Cash reserves at the organisation are at an all time low and XYZ are looking into sources of short-term funding for working capital. Discuss four sources and suggest which one XYZ should use.
Answer:
Explanation: Sources of Short-Term Funding for XYZ Airline Introduction XYZ, an airline with severe financial losses due to a two-year pandemic, requires short-term funding to maintain operations. With cash reserves at an all-time low, the airline needs immediate working capital to cover employee salaries, aircraft maintenance, airport
fees, and fuel costs.  Short-term funding options provide temporary liquidity but come with different risks and costs. This answer evaluates four sources of short-term funding and recommends the best option for XYZ.  1. Bank Overdraft (Flexible Borrowing Facility)  For the position.
Explanation:  A bank overdraft allows XYZ to withdraw funds beyond its available balance, up to a set limit.
<ul> <li>□ Advantages</li> <li>✔ Flexible borrowing - Funds can be accessed as needed.</li> <li>✔ Quick to arrange - Available through existing bank relationships.</li> <li>✔ Interest only on borrowed amount - No need to take a large loan upfront.</li> <li>□ Disadvantages</li> </ul>
<ul> <li>High-interest rates - Overdrafts often have higher interest than standard loans.</li> <li>Limited borrowing capacity - May not be enough to cover all costs.</li> <li>Bank may demand repayment at short notice.</li> </ul>
Best for: Covering minor cash flow shortages but not large-scale operational funding.  2. Short-Term Business Loan (Fixed-Term Borrowing from a Bank or Lender) Explanation:  A short-term loan provides a lump sum of cash that XYZ must repay over a set period (typically 3-12 months).  Advantages
<ul> <li>✓ Larger funding amounts available - More substantial than overdrafts.</li> <li>✓ Predictable repayment terms - Fixed monthly payments help with planning.</li> </ul>
<ul> <li>✓ Can be secured or unsecured - Secured loans offer lower interest rates.</li> <li>□ Disadvantages</li> <li>★ Requires repayment even if revenue is still low.</li> </ul>
<ul> <li>✗ Potentially high interest rates, especially for unsecured loans.</li> <li>✗ Approval process may take time.</li> </ul>
Best for: Covering larger operational costs like aircraft maintenance and staff salaries.  3. Sale and Leaseback of Assets (Liquidity from Selling Existing Assets) Explanation:  XYZ can sell its aircraft or other assets to an investor or leasing company and then lease them back for continued use.  Advantages
<ul> <li>✓ Immediate cash injection without losing operational assets.</li> <li>✓ No repayment burden - Unlike loans, it does not increase debt levels.</li> <li>✓ Improves cash flow for essential expenses.</li> <li>□ Disadvantages</li> </ul>
<ul> <li>Long-term cost increase - Leasing is more expensive than owning in the long run.</li> <li>Loss of asset ownership - Limits financial flexibility in the future.</li> <li>Dependent on market conditions - Aircraft resale values fluctuate.</li> </ul>
Best for: Raising large capital quickly while continuing operations.  4. Government Grants or Emergency Aid (Public Sector Financial Assistance) Explanation:  Governments often provide financial aid or grants to struggling industries, especially airlines affected by global crises.
<ul> <li>□ Advantages</li> <li>✓ No repayment required - Unlike loans, grants do not need to be repaid.</li> <li>✓ Low risk - Does not increase financial liabilities.</li> </ul>
<ul> <li>Supports industry stability - Governments want airlines to survive for economic reasons.</li> </ul>

□ Disadvantages
★ Lengthy approval process - Bureaucratic delays may not provide immediate relief.
<b>★</b> Strict eligibility requirements - XYZ must meet conditions set by the government.
★ Potential public criticism - Bailouts may attract negative media attention.
Best for: Long-term financial recovery rather than immediate short-term cash flow issues.
5. Recommendation: Best Source for XYZ
Recommended Option:Sale and Leaseback of Assets
Why?  □ Provides immediate liquidity - Essential for covering urgent operational costs.
□ Provides infriedrate inquidity - Essential for covering digent operational costs. □ No additional debt burden - Unlike loans, it does not create financial liabilities.
☐ Ensures business continuity - XYZ can still operate leased aircraft.
Secondary Option: Short-Term Loan
If sale and leaseback is not viable, a short-term business loan can be used for emergency liquidity, but it increases financial risk.
Final Takeaway:
Sale and Leaseback → Best for quick large-scale funding without debt.
Short-Term Loan → A backup option if leasing is unavailable.
NEW QUESTION # 42
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