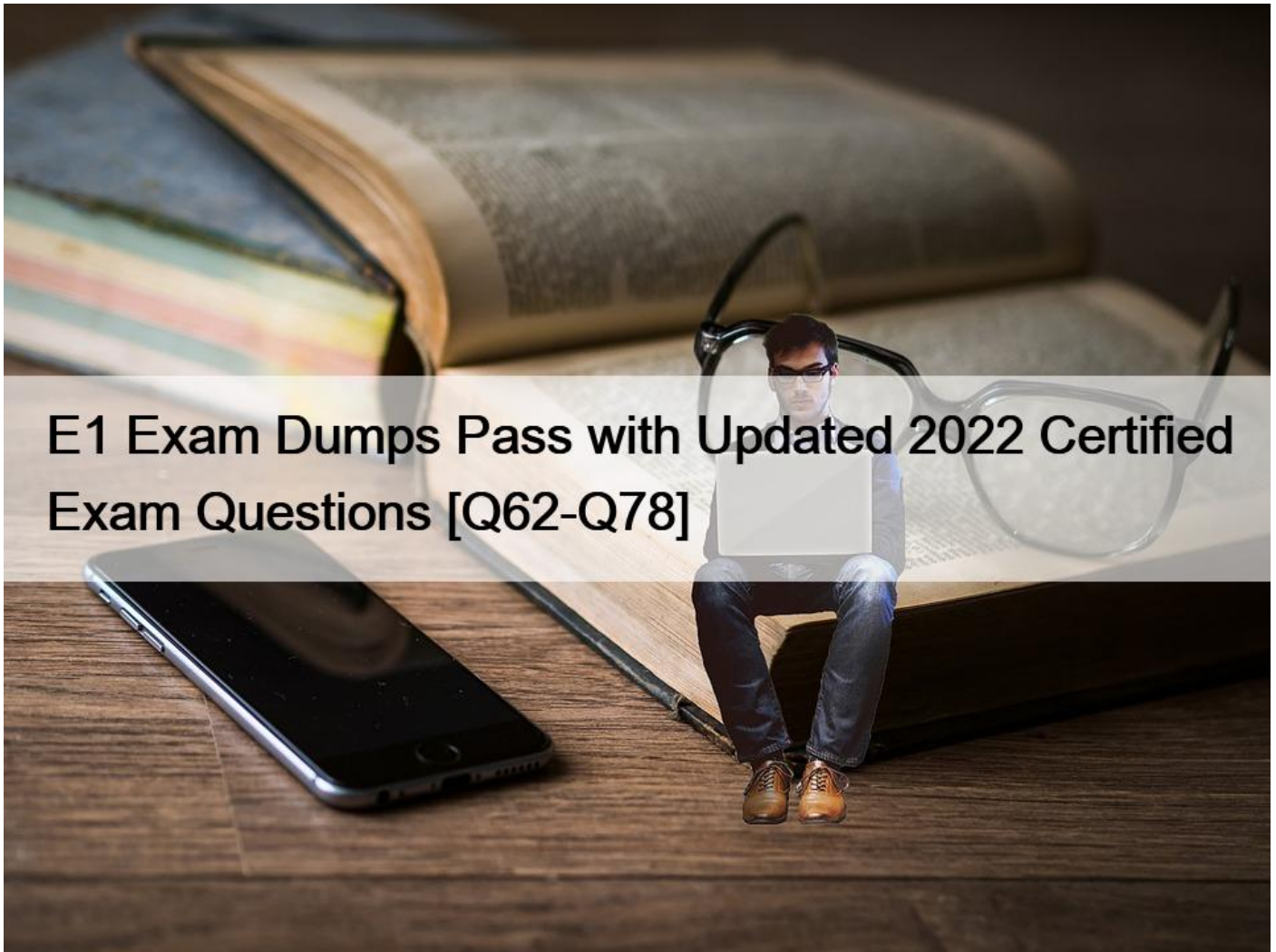


E1 Exam Dumps Pass with Updated 2022 Certified Exam Questions [Q62-Q78]



E1 Exam Dumps Pass with Updated 2022 Certified Exam Questions
E1 Exam Questions - Real & Updated Questions PDF

NEW QUESTION 62

Which of the following is NOT a form of viral marketing?

- * Email
- * Text message
- * Television advertisement
- * Video clips (including those taken on mobile phones)

NEW QUESTION 63

In which THREE of the following situations is Cloud a sensible IT strategy?

- * Frequent software changes

- * High impact if data is lost
- * Need to reduce up front costs
- * High in-house IT skills
- * Bespoke software
- * Unreliable internet access

NEW QUESTION 64

A Company is considering to outsource its accounts payable According to the transaction cost theory of Williamson and Coase, which of the following involve activities and costs associated with policing and enforcing the agreement with the service provider?

- * Ensuring the outsourcer maintains the agreed service level.
- * Agreeing an acceptable service level agreement.
- * Monitoring asset purchases associated with the agreement
- * Determining which supplier is the cheapest.

NEW QUESTION 65

Which of the following best describes a virtual team formed by individuals from different companies to achieve a common aim?

- * Functional
- * Extended supply chain
- * Inter-organisation
- * Matrix-structure organisation

NEW QUESTION 66

A facilities management company sells to local councils.

Which THREE of the following are appropriate methods of marketing?

- * Personal selling
- * Exhibitions
- * Technical seminars
- * Celebrity endorsements
- * Newspaper adverts
- * Social media

NEW QUESTION 67

P is employed by an organisation which pays well for work done to a high standard. P is fortunate in that he really enjoys his work, takes great pride in the presentation of his deliverables and always seeks ways to improve his approach and output. Which reward classification is described above?

- * Intrinsic reward
- * Economic reward
- * Social relationship
- * Financial reward

NEW QUESTION 68

Company V has traditionally sold children's toys from retail outlets. It is now exploring online retailing, or e-commerce, to expand its customer base. Which channel of distribution is Company V expanding into?

- * Level zero channel

- * Level one channel
- * Level two channel
- * Multiple level channel

NEW QUESTION 69

AB Company is considering a recruitment campaign to provide extra senior marketing staff for a new product launch. AB produces specialist industrial cleaning products and has a well developed marketing function. Which of the following will be an effective alternative to a recruitment campaign?

- * Promotion of existing staff in the department
- * Secondment of staff from other departments
- * Use of agency staff
- * Job rotation within the organisation

NEW QUESTION 70

Which of the following is the main reason for the growing demand for Big Data by organisations?

- * Gaining a competitive advantage
- * Allowing remote working
- * Improving supplier relationships
- * Improving privacy and security

NEW QUESTION 71

A cut-flower production business has peaks of demand around special days in the year that celebrate religious festivals. Which of the Four Vs of operations is being described in the above scenario?

- * Velocity
- * Volume
- * Variety
- * Variation

NEW QUESTION 72

Which of the following effects on tax is a benefit of the implementation of Corporate Social Responsibility (CSR) strategies?

- * Reduction in environmental taxes
- * Reduction in value added tax
- * Reduction in income tax
- * Reduction in corporation tax

NEW QUESTION 73

Which of the following would work as Support Staff in Mintzberg's organisational structure?

- * Press relations staff
- * HR managers
- * Accountants
- * Line supervisors

NEW QUESTION 74

Company M has been dealing with Supplier Q for many years. The Procurement Department has a very professional relationship

with the supplier and it has recently started using electronic data interchange to place orders directly and on a much more frequent basis to assist production. A large part of the interaction with the supplier is now around price negotiation. According to Reck and Long's strategic positioning tool, which stage is Company M at with Supplier Q?

- * Independent stage
- * Passive stage
- * Supportive stage
- * Integrative stage

NEW QUESTION 75

Which of the following is a disadvantage of using the internet, (E-marketing), to sell products?

- * Set-up and maintenance costs
- * Enables close customer relationships
- * The organisational size is irrelevant
- * It provides sophisticated segmentation opportunities

NEW QUESTION 76

Which of the following is a feature associated with personnel management rather than the more modern concept of human resource management?

- * The line manager's role is seen as transactional
- * Employees are seen as assets
- * Employees are motivated by consent
- * There is an emphasis on facilitation

NEW QUESTION 77

Which of the following are measures a business might introduce specifically as part of its Corporate Social Responsibility (CSR) strategy?

Select ALL that apply.

- * Using different waste bins for recycling and non-recycling
- * Commissioning a report on carbon dioxide (CO₂) emissions from its factories
- * Negotiating with a supplier to keep costs to a minimum
- * Reducing the range of different products it makes

NEW QUESTION 78

A company manufactures electrical goods and has several product lines, all at different stages in the product life-cycle. As each item works through the life-cycle, the emphasis on marketing and price focus changes. Item X currently has an increased emphasis on investment in the product quality and design, with consideration also being given to reducing the sale price. Item X is in which stage of the product life-cycle?

- * Maturity
- * Introduction
- * Decline
- * Growth

Pass Guaranteed Quiz 2022 Realistic Verified Free CIMA: <https://www.vceprep.com/E1-latest-vce-prep.html>]