

DUMPS ARENA

Managing Finance in a Digital World

Cima E1

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sales@dumpsarena.co

sales@dumpsarena.co
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QUESTION NO: 1

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?

- A. Level zero channel
- B. Level one channel
- C. Level two channel
- D. Multiple level channel

ANSWER: A**QUESTION NO: 2 - (DRAG DROP)**

Arrange the stages of the product life-cycle in the correct order.

Stage 1		Decline
Stage 2		Introduction
Stage 3		Growth
Stage 4		Maturity

ANSWER:

Stage 1

Introduction

Decline

Stage 2

Growth

Introduction

Stage 3

Maturity

Growth

Stage 4

Decline

Maturity

Explanation:

Stage 1

Introduction

Stage 2

Growth

Stage 3

Maturity

Stage 4

Decline

QUESTION NO: 3

Which TWO of the following are activities associated with setting up a new IT system?

- A. Service support
- B. Database management
- C. Design and development
- D. Testing

ANSWER: C D

QUESTION NO: 4 - (DRAG DROP)

An individual works for Organisation A. They are responsible for collating financial information from all the local County primary schools in order to report budgetary requirements for the next financial year.

An individual works for Organisation B. They are responsible for collating financial information from all the local charity shops in order to report donation items and items sold.

An individual works for Organisation C. They are responsible for counting and recording raw materials stock, work in progress and finished goods stock on a monthly basis for the managers to report on rates of stock wastage and pilferage at the monthly board meeting.

For each of the organisations above, match them with the relevant sector below.

Organisation A		Private sector
Organisation B		Public sector
Organisation C		Voluntary sector

ANSWER:

Organisation A	Public sector	Private sector
Organisation B	Voluntary sector	Public sector
Organisation C	Private sector	Voluntary sector

Explanation:

Organisation A	Public sector
Organisation B	Voluntary sector
Organisation C	Private sector

QUESTION NO: 5

XY is a small software development company. Which of the following are most likely to assist the organisation in facilitating innovation?

Select ALL that apply.

- A. Organisational structure
- B. Organisational culture
- C. Leadership of the organisation
- D. The planning processes
- E. The organisational targets
- F. The budgeting processes

ANSWER: A B C**QUESTION NO: 6**

T is employed as an HR manager for a chain of hotels. A large part of her role is to assist the HR director with forecasting personnel requirements for the next one, three and six month periods respectively.

Which TWO of the following factors should be taken into consideration when forecasting personnel requirements?

- A. Staff approaching retirement age
- B. Absence and sickness rates
- C. Changes to the minimum wage legislation
- D. Employee turnover

ANSWER: B D**QUESTION NO: 7**

Which of the following are associated with the mission of an organisation?

Select ALL that apply.

- A. Purpose of the organisation
- B. Strategy of the organisation
- C. Culture of the organisation
- D. Product marketing strategy of the organisation

- E. Service level of the organisation
- F. Staff perception of the organisation

ANSWER: A B C

QUESTION NO: 8

F manages a portfolio of clients, as do his colleagues. All income that is earned by them is pooled to cover costs and overheads and any remaining profits are split according to an agreed formula. F and his colleagues have joint and several liability in relation to the work they carry out on the organisation's behalf. Which of the organisation types listed below best describes the organisation that F works for?

- A. Sole-trader
- B. Company
- C. Partnership
- D. Multinational

ANSWER: C

QUESTION NO: 9

S is employed within the accounting function of a small company. Due to the size of the company, there are not enough resources for separate accounting functions so S is responsible for both management and financial accounting tasks. As the company is so small there is no requirement for audit. However it does make use of the services of an external certified accountant for statutory accounting and taxation services. According to Mintzberg, in which part of the organisation does the external accountant belong?

- A. Strategic apex
- B. Support staff
- C. Technostructure
- D. Operating core

ANSWER: B

QUESTION NO: 10

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

- A. Set-up and maintenance costs
- B. Enables close customer relationships

- C. The organisational size is irrelevant
- D. It provides sophisticated segmentation opportunities

ANSWER: A

QUESTION NO: 11

Company P has revised its corporate and marketing objectives following a recent expansion in the primary market within which it operates. The next step is to devise an appropriate marketing strategy. Company P has conducted primary and secondary market research and this information is in the process of being analysed to establish the needs of the subjects. At which stage of the marketing strategy process is Company P?

- A. Segmentation
- B. Marketing mix
- C. Targeting
- D. Positioning

ANSWER: A

QUESTION NO: 12

An organisation has grown in size over the last 6 months and it wishes to improve communication with its employees. Examples of information to share include company policies, human resource information and notices to employees.

Which type of system should the company adopt?

- A. Internet
- B. Intranet
- C. Extranet
- D. Video conferencing

ANSWER: B

QUESTION NO: 13

Porter's Value Chain was developed to determine whether a firm's activities contribute towards its competitive advantage. E is the new Chief Executive of an organisation which manufactures and distributes hand made wooden furniture. His initial observations are that sometimes the workflow through the organisation can be a little disjointed and it is unclear from overall results which areas contribute to profit and quality and which do not. Using Porter's Value Chain model, identify which THREE of the options below are Primary activities.

- A. Inbound logistics

- B. Marketing and sales
- C. Operations
- D. Human resource management
- E. Technology
- F. Procurement

ANSWER: A B C

QUESTION NO: 14

An electrical goods company produces colourful brochures for customers.

Which element of the marketing mix does this represent?

- A. Physical evidence
- B. Product
- C. Price
- D. Packaging

ANSWER: A

QUESTION NO: 15

Appraisal systems involve the collection of feedback on an individual's performance from a range of sources. Which of the following sources apply to 180-degree appraisal?

Select THREE sources that apply.

- A. The individual's supervisor and the individual
- B. The individual and his peers
- C. The individual's supervisor and his peers
- D. The individual and the customers he deals with
- E. The individual's supervisor and the customers the individual deals with
- F. The individual's peers and the customers they deal with

ANSWER: A B C