

CS Practice Test Questions and Answers

1. What is a risk register?

- A) A document for employee performance.
- B) A tool for tracking project progress.
- C) A document that records risks, assessments, and mitigation actions
- D) A report for customer feedback.

2. Strategic group mapping is used to:

- A) Assign employees to strategic projects
- B) Visualize clusters of competitors following similar strategies within an industry
- C) Map customer demographics by region
- D) Plot financial performance over time

3. Why is it important to segment a market?

- A) To make products generic.
- B) To create targeted marketing strategies
- C) To expand the product range.
- D) To reduce customer interaction.

4. An ambidextrous organization is one that:

- A) Operates in two countries simultaneously
- B) Balances exploiting existing capabilities while exploring new innovations
- C) Employs equal numbers of left- and right-handed workers
- D) Manages two separate brands

Answers: 1-C 2-B 3-B 4-B

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