

INSTITUTE OF ACTUARIES OF INDIA

EXAMINATIONS

February 2025

Subject CB3 – Business Management

Time allowed: 1 Hour 30 Minutes (14.45 – 16.15 Hours)

Total Marks: 100

- Q.1)** The Actuarial Society of India was established in?
- A. 1945
 - B. 1944
 - C. 1947
 - D. 1946
- [2]**
- Q.2)** Which of the following are the aspects about your employing company that you should understand?
- A. What is the market in which the company operates?
 - B. What are the product / service it offers?
 - C. Ultimate corporate objectives – its mission, vision, values and strategy?
 - D. All of above.
- [2]**
- Q.3)** Which of the following is not an issue / challenge for actuaries working in life insurance companies in India?
- A. Treating customers fairly.
 - B. Fast changing regulations resulting in business challenges.
 - C. Move towards risk based and market consistent reporting and valuation techniques.
 - D. Ensuring policyholders are adequately serviced.
- [2]**
- Q.4)** Which of the following options describes a function outside the purview of the Quality Review Board?
- A. Fix standards for the services provided by the members of the Institute
 - B. Review the quality of services provided by the members including actuarial audit services
 - C. Promote the status of the Actuarial profession
 - D. Guide members of the Institute to improve the quality of services and adherence to the various statutory and other regulatory requirements
- [2]**
- Q.5)** It is mandatory for a company to state in its Memorandum of Association:
- A. The name, address and occupation of the subscribers
 - B. Which Directors will exercise powers regarding finance
 - C. Voting rights of different classes of members
 - D. The constitution of the Board of Directors
- [2]**
- Q.6)** All except two of the following would be appropriate criteria to test whether a potential segment should be a viable target. Select the two which are NOT real tests of segment viability.
- A. Distinctiveness - are the customer needs sufficiently different to require some adaptation to product, service or communications?
 - B. Significance - is the segment large enough to create volume sales, or to include the target customers willing to pay an acceptable price to you?
 - C. Defendable - can you serve the segment better than competitors?
 - D. Exclusive channels - are there channels of communication or distribution exclusively devoted to reaching these targets?
 - E. Stability - has the segment been recognised and established for a long time, ensuring it will remain unchanged in the future?

[2]

Q.7) Which of the following is not an offer (a proposal)?

- A. A quotation of price sent by a supplier to an interested buyer who has asked for quotation for supply of 20000 items to be delivered within 15 days
- B. A tender submitted by a contractor in response to an invitation to tender
- C. An application made by a person to a Bank requesting for a loan
- D. A brochure published by a fashion designer with various designs and prices

[2]

Q.8) Which of the following described in options A, B, C or D is used to self-regulate the actuarial profession?

- I. Promoting good practice
- II. Preventing poor rules and regulations
- III. Intervention when necessary

- A. I and III
- B. I and II
- C. II and III
- D. All of them

[2]

Q.9) You have been asked to define the competitive positioning for your business unit, a supplier of laser printers. Which one of the following statements would NOT represent a component of the business unit's competitive position?

- A. Supply affordable laser printers and related supplies.
- B. Target Home Office computer users.
- C. Taking a phased approach to expanding the distribution network.
- D. Sell through both retail stores and online.

[2]

Q.10) Mr Rao, a Director of a public company, has died suddenly. How can a Director be appointed in his place?

- A. By a resolution in a General Meeting
- B. By the Central Government
- C. The Board of Directors to fill a vacancy caused by death
- D. Any of above

[2]

Q.11) Which of the following described in options A, B, C or D regarding the composition of the Council of the Institute of Actuaries of India is incorrect?

- I. Council consists of at least nine elected Fellow members
- II. Council consists of between nine and twelve Fellows
- III. Council consists of at least twelve elected Fellow or Associate members
- IV. Council consists of at least twelve elected Fellow members

- A. I only
- B. II only
- C. III only
- D. IV only
- E. III and IV

[2]

- Q.12)** You are the Marketing Director for Svenson, a technology manufacturer. You have just introduced a new 'mobile entertainment' device, which will offer users the opportunity to play videos, take digital photographs, send emails and text messages, play music and communicate via telephone. It has state-of-the-art features, allowing compatibility with all the top service providers. The Svenson brand is relatively new, yet it already has a reputation for being innovative, cool and funky. The Svenson 'mini entertainer' is priced at \$600. You now have information from your Customer Management team showing the profiles of your key customer segments.

Which segment is most attractive and achievable for Svenson?

- A. Gadgets Galore - 27% of your base and rising slowly. Good disposable income, increasingly mobile for work and leisure, take huge interest in gadget advertising, and love the funky status they acquire with Svenson products.
- B. Youth of Today - 30% of your base and rising fast. Reasonable disposable income, buy on functionality, willing to pay for whichever technology combines all the functions they need and fits their mobile lifestyle.
- C. Family First - the largest segment (33% of your base), although it has shrunk over the last year. Mobility based around supporting the family. High income restricted by outlays on children and aged parents. Willing to purchase any technology proven to make their lives easier.

[2]

- Q.13)** You are preparing a report on a final salary pension scheme for A Ltd. You are aware B Ltd is in negotiations to purchase the entire issued share capital of A Ltd. You are also aware that A Ltd has promised to pass the report to B Ltd.

Which one of the following statements is most likely to be incorrect?

- A. You owe a duty of care to A Ltd
- B. You will never owe a duty of care to B Ltd
- C. You might owe a duty of care to B Ltd
- D. You are unlikely to owe a duty of care to other third parties who rely on the report

[2]

- Q.14)** When is economic loss recoverable in tort?

- A. When it is pure economic loss
- B. When loss of income is suffered by members of the family when the principal earner dies in an accident
- C. When loss is caused by the acquisition of defective goods or property
- D. When damage is caused to the property

[2]

- Q.15)** Your company is assessing whether to enter new markets and has asked you to carry out a check on one of these to gain a clearer picture of its potential profitability.

Which one of the following frameworks might you apply to structure your thinking for this purpose?

- A. A 'competitive forces' analysis.
- B. A 'PEST' analysis.
- C. An analysis of your company's business system.
- D. A 'competitive advantage' analysis of your strategic assets, capabilities and relationships.

[2]

Q.16) Choose the correct statement:

- A. The Tort Law is concerned with providing remedies for breach of Contract
- B. The Tort Law is concerned with providing compensation to victims who have suffered a civil wrong
- C. The Tort Law is concerned with providing compensation to victims who have suffered a civil wrong and who are unable to prove a criminal case beyond reasonable doubt
- D. Answers A and C

[2]

Q.17) Assume that in Institute of Actuaries of India there are two respected bodies of opinion as to how to tackle a particular task (methods 1 and 2).

You choose method 1. In the event it turns out that using method 2 would have been more beneficial to the client. Which one of the following statements is correct?

- A. You are in breach of duty
- B. You are not in breach of duty
- C. You are in breach of duty, but damages will be reduced as you acted reasonably
- D. You are in breach of duty, but the client's damages will be reduced as the client was guilty of contributory negligence by allowing you to choose method 1

[2]

Q.18) You are considering investing in the car manufacturing industry, but you are concerned about competitive forces changing the market. You've decided to organise an analysis on the five major competitive forces acting on the industry. Which of the following represents the five forces that you should investigate?

- A. Product, price, people, placement, positioning of substitute products.
- B. Threat of substitute products, rivalry, supplier power, customer power, threat of new entrants.
- C. Missions, objectives, goals, strategies, people.
- D. Access to capital, ease of integration, synergy with existing operations, distribution channels, sustainable competitive advantages.

[2]

Q.19) Which of the following shows the three main headings in 'the change readiness matrix'?

- A. Management willingness to change; key stakeholders' courage to change; individual staff members motivation to change.
- B. Key stakeholders; willingness to change; ability to change.
- C. Individual ability to change; organisational ability to change; management courage to change.
- D. Shareholders; motivation to change; organisation willingness to change.

[2]

Q.20) There are four main types of external shock that are relevant to an organisation's strategy. A PEST analysis can help think through what these potential shocks might be, where PEST stands for.....

- A. Physical; Economic; Structural; Timing.
- B. Political; External; Staffing; Technological.
- C. Physical; External; Social; Timing.
- D. Political; Economic; Social; Technological.

[2]

- Q.21)** The sustainability of a competitive advantage is driven in part by whether the advantage is likely to last for a long time and is hard to substitute. You can 'test' if an advantage is likely to be sustainable by asking if it has certain attributes. The following list describes the attributes of a sustainable advantage - but one of them is not correct.

Which one does NOT represent an attribute of sustainable advantage?

- A. A competitive advantage is likely to be sustainable if it is based upon a scarce resource.
- B. A competitive advantage is likely to be sustainable if it is difficult to imitate.
- C. A competitive advantage is likely to be sustainable if it is hard to transfer.
- D. A competitive advantage is likely to be sustainable if it is based on technology.
- E. A competitive advantage is likely to be sustainable if it hard to identify or understand.

[2]

- Q.22)** In order to achieve a business plan, strategy and tactics must be considered. Tactics is defined as...

- A. the work undertaken by customer-facing staff.
- B. the human resources needed for the plan.
- C. the means by which the plan is implemented.
- D. the competitive advantages the company will aspire to in order to achieve its strategy.

[2]

- Q.23)** Which is the correct order of activities to carry out problem solving?

- A. Ask the right question, research the facts, decide what type of analysis is needed.
- B. Decide on the form of analysis, establish the right questions, discover the facts.
- C. Ask the right question, decide what analysis to undertake, collect the relevant facts.
- D. Discover a range of facts, identify what questions arise, conduct an analysis.

[2]

- Q.24)** Which of the following can be a subject matter of trust?

- A. A Wife's right to receive maintenance of Rs 10,000 from her husband under an agreement between them.
- B. Lessee's leasehold rights in a plot of land given for his lifetime and personal use.
- C. A piece of land absolutely owned by A
- D. All of the above

[2]

- Q.25)** You are the new Managing Director of Korsan, a city-based chain of medium-priced hotels catering primarily for late-night business travellers. Trade is reasonable, and you have a high level of repeat business (and thus good projected future occupancy), but costs seem high and profits slim, particularly for the hotel's restaurant. It serves few customers at night, although the chefs have done innovative things to the menus to increase their appeal.

A rival chain - Luxuria - is also setting up its high-class hotels for discerning travellers in the same cities, and your board is panicking that significant business will be lost. They present some recent research showing that customers' core needs are a good night's sleep and a convenient location. They also present a large dossier of suggestions for maximising the value of the business.

Which one would you implement?

- A. Refurbish the hotel, to attract some of Luxuria's target audience (discerning travellers) to Korsan.
- B. Open your restaurant to non-hotel guests, to increase the level of potential customers for Korsan.

- C. Invest in a major marketing campaign to promote the location benefits of Korsan to new customers.
- D. Reduce the restaurant to breakfast-only, setting up a relationship with a city-based restaurant for your customers to have discounted evening meals.

[2]

Q.26) Which of the following are allowed to practice as actuaries under the Actuaries act, 2006?

- I. Partnership firms
- II. Companies incorporated in India
- III. Companies incorporated outside India

- A. I only
- B. II only
- C. III only
- D. II or III

[2]

Q.27) A Director of a company acting within his powers, bona fide and for the benefit of a company is:

- A. Liable for negligence
- B. Not liable for mistakes or errors of judgement
- C. Liable for the wrong decisions wilfully made
- D. All of above

[2]

Q.28) You are an industry analyst in a venture capital company, preparing a report for potential investors on a restaurant chain, Fervour, which is looking to expand abroad. Fervour specialises in converting churches into restaurants, capitalising on the architecture to create atmospheric surroundings, supported by live jazz. The menus - created by Michelin Chef Jean-Pierre Noir - are highly acclaimed in culinary circles for their imagination and flair. Fervour looks to cater for a wide range of clientele, offering a dining experience 'for all the senses'. While it is still relatively unknown, it has bought the majority of unused church buildings across the country, ready for conversion. In trying to make the investment proposition sound as attractive as possible, it is important that you highlight where Fervour has advantages in the marketplace.

Which one of the following statements do you feel represents a real and sustainable competitive advantage?

- A. Scarce assets - not many other restaurants offer such a varied menu.
- B. The Fervour brand, which could be capitalised upon outside the country.
- C. Superior locations - church buildings stand out against ordinary restaurants, and are located close to the desired audience.
- D. Marketing capability - Fervour has recently introduced its own website to extend the diner's experience, detailing the menus and music planned at all its venues.
- E. Relationships with its key suppliers - to ensure the freshest food and the right musicians.

[2]

Q.29) The Directors are personally liable:

- A. for all loans given to the company
- B. to the creditor under personal guarantees given by them to the company's creditors
- C. to the creditors for amounts the company is bound to pay, only if company cannot make the payment.

D. to the company, and not to the creditor, for the personal guarantee given by them to the company's creditor

[2]

Q.30) The pressures that affect an industry's profitability are known as competitive forces, or Porter's 'Five Forces'.

Which of the following is not one of the five forces?

- A. Rivalry.
- B. Economic change.
- C. Threat of new entrants.
- D. Supplier power.

[2]

Q.31) Zee Machine Tools Limited has received a certificate of incorporation from the Registrar of Companies. This means that:

- i. the documents for forming it have been correctly filed.
- ii. the company has come into existence.
- iii. the filing fees have been paid.
- iv. the company can commence business.

- A. (i) and (ii)
- B. (ii) and (iv)
- C. (i), (ii) and (iii)
- D. (i), (ii), (iii) and (iv)

[2]

Q.32) The key issues that an actuary will encounter in any business area in which he/she is working are:

- A. Balancing the interests of all stakeholders
- B. Treating customers fairly
- C. Statutory & regulatory compliances
- D. All of above

[2]

Q.33) Jagannath creates a trust and appoints Madhav as a trustee. Under the trust Madhav must sell the trust property at the highest price and distribute the amount between two creditors of Jagannath. The trust deed is silent about delegation of powers. Madhav sells the property to Somnath and directs him to pay the debts to the creditors. Which of the following is correct with reference to the power of delegation by trustees:

- i. The sale is valid, as the trustee has acted according to the direction of the author
- ii. The sale is invalid on account of delegation of the functions of trustees
- iii. The sale is valid, as the trustee has a right to delegate his duties
- iv. Trustee can delegate his functions only if provided in the trust deed

- A. (i)
- B. (i) and (iii)
- C. (ii) and (iv)
- D. none of above

[2]

Q.34) Which of the following statements is false?

- A. Discharge of a trustee from his office happens by extinction of the trust
- B. Discharge of a trustee from his office happens when he dies
- C. Discharge of a trustee from his office happens when he completes his duties
- D. Discharge of a trustee from his office is possible irrespective of his consent and consent of the beneficiaries

[2]

Q.35) Which of the following circumstances may warrant an actuary to disclose their client's confidential information?

- I. By virtue of statutory or other judicial authority
- II. Disclosure of confidential information is in the public interest
- III. Client did not get the actuary to sign a non-disclosure agreement

- A. I and III
- B. I and II
- C. II and III
- D. All of above

[2]

Q.36) Among the eight Directors in a Board of a Yantra Manufacturing Limited, X is the Chairman. In a Board meeting attended by X and three Directors, there is a deadlock on a particular matter, two voting for the matter, and X and the third voting against it. The Company has adopted standard Articles.

Which statement is correct?

- A. X can give a Casting vote against the matter
- B. X cannot give a Casting vote.
- C. X must refer for decision to the shareholders
- D. X must call a meeting again with all Directors

[2]

Q.37) Mahurat Bottling Co (Mahurat) has a Contract with a world-renowned bottled drink manufacturer Cool-Cool that Mahurat will bottle drink for Cool-Cool exclusively for five years and will not bottle drink thereafter for two years in Karnataka. Cool-Cool provides substantial loan to set up the factory for the purpose. Mahurat:

- A. Can bottle drink for another manufacturer during the term of five years
- B. Can bottle drink for another manufacturer after five years are over
- C. Can bottle drink for another manufacturer only after the two years described (i.e. total seven years)
- D. Cannot bottle drink for another manufacturer even after seven years until the loan amount is repaid.

[2]

Q.38) A plot of land is used for conducting marriage ceremonies and other events. Musical programmes and Light and Sound shows are held in the open as part of these events, and they are conducted until late in the night. Residents of one building living in the adjacent land are put into a lot of inconvenience and disturbance by the constant sound and light and are aggrieved by the lights and the sound.

If they wish to seek remedy in a civil Court, it will be one for:

- A. Private nuisance
- B. Public nuisance
- C. Negligence

D. Strict liability

[2]

Q.39) Which of the following options A, B, C or D best describes the action in relation to other members?

- I. Criticism of another member's work is prohibited
- II. Criticism of another member's work is acceptable
- III. Criticism of another member's work is properly reasoned and believed to be justified

- A. I only
- B. II and III
- C. II only
- D. II or III

[2]

Q.40) ABC Co Ltd submits a tender for works to a Government department, which states that it cannot withdraw the tender until 90 days from the last date of submitting tenders. What is the right of ABC Co Ltd?

- A. It cannot withdraw the tender before 90 days
- B. It can withdraw the tender before 90 days only if the Government consents
- C. It can withdraw the tender before 90 days only with permission of the Court
- D. It can withdraw the tender before 90 days unilaterally

[2]

An organisation is set up to fulfill an objective. In order to achieve these objectives, it has guiding values which are reflected in its mission and vision. Therefore, no two organisations are the same because even if they are formed for the same objective, their underlying values will never be identical. At the same time, despite similar objectives, organisations may also be differentiated according to their **structure (hierarchy)** and **work culture**.

Similarly, **Competitive Advantage** refers to the (its) unique, not easily imitable strengths which the business recognizes as the source of its differentiating factor, protects and builds on to sustain within their industry and maintain long term profitability. According to Porter, there are three generic strategies to achieve this competitive advantage. These can be through a **cost leadership** (striving to provide the lowest cost and the best value); **Differentiation** (proving a unique value proposition) and through focus offerings (by serving a niche market either through a **cost focus** or a **differentiation focus**). **Competitive positioning** therefore refers to the strategy to help establish a unique position relative to its competitors which the company is able to establish for itself within its competitive environment.

A **PEST analysis** refers to an evaluation of the impact of the **Political, Economic, Social and Technological** risk factors in the external environment of the company, which can impact the prospects and the profits of the organisation because of larger macroeconomic threats which are beyond their control.

Therefore, there are many variables which come together in a particular combination to define an organisation. Let us study a few iconic examples, which have clearly distinguished themselves by excelling at achieving their objectives through their own unique **strategic decision-making process**.

Google

This company has come to define cutting edge technology and its most famous product- the search engine, has become synonymous with the process of searching for information itself! The objective of its founders was to make information accessible and useful. Its products include the

Google search engine, Gmail, Google Chrome, Google Maps and YouTube (acquired) amongst many others.

The company is also known for its employee-friendly culture which promotes creativity and work life balance. Its matrix (grid) organisational structure brings together functional roles with product teams and allows for collaboration across departments. Given its focus on communication, the company successfully fosters an environment which promotes spontaneous exchange of ideas and experimentation. Whilst it allows its employees to come up with disruptive ideas which challenge the status quo through employee autonomy, it also encourages active teamwork. Therefore, it is able to simultaneously promote both independent thinking as well as teamwork, which is reflected in both their organisational structure as well as is symbolic of its culture.

Netflix

This media company is also known for its creativity and open work culture which promotes employee productivity. This has allowed it to become a pioneer in how people have started consuming creative content. Despite its focus on streaming entertainment through a subscription-based model, Netflix has had a huge impact on the whole entertainment industry. Its workplace empathy extends to cultural understanding allowing it to successfully produce adapted, dubbed and local content suited to each region.

Despite a similar work culture as Google which emphasizes autonomy, Netflix is known for its flat structure which is enabled through minimal hierarchy (allowing for decision making without seeking prior approvals) and employee responsibility. This empowerment of individuals encourages innovation and unhindered experimentation resulting in efficiency and free imagination.

Such trust and accountability which the company vests in its employees is traded for exacting performance standards. However, by offering high performance individual top salaries, Netflix enables a result-oriented environment wherein self-discipline and free flow of feedback across all levels ensures that only the best-in-class individuals are retained.

Apple

A game changer within technology companies, Apple too has a strong focus on innovation and design. Its influential smartphone and the brand loyalty it inspires has had far reaching consequences for verticals and industries like personal computing, mobile devices, cameras and music amongst others. The company is organized by functional departments with critical decisions being taken by senior management. For the longest time, Apple had the strongest leadership in its founder Steve Jobs who led the “think different” campaign. Jobs signified both the innovation and design which defined Apple! This is still reflected in the centralized decision making which is inbuilt in the company culture to ensure control over product quality and consistent performance which are the brands’ hallmark despite production being primarily based overseas in China. The creation of the Apple ecosystem is witness to their success which has been able to seamlessly interconnect Apple devices, software and services.

Whilst Apple adheres to a power structure and is focused on strategic decision making to protect and maintain their competitive advantage, it also promotes teamwork and collaboration to challenge existing ideas and technological boundaries. Apple prides itself on ensuring customer satisfaction and strives for improving user experience through their constant product updates.

Amazon

Amazon is the technological giant, which is focused on innovation within the e-commerce space. However, their obsession with customer satisfaction sets them apart in their milieu just like Apple above. Their focus is the customers alongside their desire for operational efficiency and innovation. Despite a hierarchical structure, the company operates in small agile autonomous

teams for quick response and resolution. Competition and accountability are encouraged as an essential part of the company's operations to enable constant improvements with little oversight. **Their** mission - "To be Earth's most customer-centric company, ..." also defines their work culture with employees motivated to ensure customer satisfaction to all ends. To achieve this, Amazon uses data and experimentation and strives for operational excellence through long term thinking.

Whilst known primarily as an online marketplace, Amazon has also revolutionized digital reading through its Kindle reader as well as challenged Netflix with Prime Video (part of Amazon Prime, which offers subscription based free delivery services).

After reading about the companies mentioned above, answer the following questions:

Q.41) What is the source of Apples competitive advantage?

- a) Operational Efficiency
- b) Outsourced production
- c) Design focus
- d) Cost leadership

[1]

Q.42) How is Amazon able to successfully compete against its competitors?

- a) Through capital infusions
- b) Focus on customer satisfaction
- c) By using data analysis
- d) By offering low prices

[1]

Q.43) Netflix is considered a premium employer because of its HR strategy. This is based on

- a) Encouraging competition between colleagues
- b) Giving autonomy with accountability
- c) Having a no fixed vacation policy
- d) All of the above

[1]

Q.44) Google is able to defend its position through

- a) Constant innovation
- b) Free advertisement services
- c) Focus on value chain creation
- d) Locally adapted products

[1]

Q.45) Organisational culture contributes to how successfully a company is able to achieve its objectives. In case of Netflix, this is manifest through their

- a) Ability to create original content
- b) Provide 24/7 streaming services
- c) Successfully foray in international territories
- d) DVD rental services

[1]

Q.46) Organisational structure cannot be hierarchical otherwise it will hamper creativity. This is

- a) True
- b) False

- c) Improbable
- d) Uncertain

[1]

Q.47) Which of the following companies is an example of a matrix structure

- a) Google
- b) Apple
- c) Amazon
- d) Netflix

[1]

Q.48) A hierarchical organisational structure can be made more agile through

- a) Annual feedback
- b) Small autonomous teams
- c) A stringent reporting mechanism
- d) Strong leadership

[1]

Q.49) The advantage of a functional structure is efficiency and control. This is best visible in

- a) Amazon's customer service
- b) Apples focus on quality
- c) Googles near monopoly as a search engine
- d) Netflix exercising tight control over content development

[1]

Q.50) An organisation can be successful and have a flat structure. Work culture, processes and the industry (product/service) in question all enable this configuration. Choose which successful company enjoys a non -hierarchical organisational structure.

- a) Google
- b) Apple
- c) Amazon
- d) Netflix

[1]

Q.51) Samsung is a close competitor for Apple products. How has Apple been able to differentiate itself following Porters' generic strategies?

- a) Cost leadership
- b) Cost- Focus
- c) Differentiated – Focus
- d) None of the above

[1]

Q.52) Identify the competitor for Netflix from the options below, whose positioning is quite similar.

- a) Amazon Prime Video
- b) Universal Studios
- c) Apple TV
- d) All of the above

[1]

Q.53) The competitive advantage for Netflix lies in its

- a) Headquarters in USA
- b) First mover advantage
- c) Failed history as a DVD rental service
- d) Ability to develop local content

[1]

Q.54) Apple has succeeded from strong leadership in the past. They follow a process of strategic decision making because

- a) They have outsourced production in China
- b) They have created a value chain through their in-house Apple ecosystem
- c) They want to maintain brand loyalty
- d) All of the above

[1]

Q.55) Amazon is the world's largest e commerce retailer globally and is only beaten by Walmart in total revenue (because of their brick and mortar stores too). Their global presence allows it to accumulate high volumes of data, which it uses effectively and actively. This is used for

- a) Enabling government surveillance
- b) Achieving operation efficiency
- c) Ensuring customer satisfaction
- d) Both b) and c)

[1]

Q.56) Google's workplace policy to acknowledge employee independence and the pursuit of personal passions has resulted in

- a) Numerous litigations
- b) Procedural lapses
- c) Creation of new products
- d) High employee turnover

[1]

Q.57) Phones and gadgets are now viewed more as an economic necessity. Therefore, the biggest threat to Apples' production can be from which external factor?

- a) Political
- b) Economic
- c) Social
- d) Technological

[1]

Q.58) Given that all the examples above are technology enabled companies, of the other three factors from the external environment, which one is Netflix most vulnerable to?

- a) Political
- b) Economic
- c) Social
- d) All of the above

[1]

Q.59) Which of the below are not part of Amazons core value proposition?

- a) Convenience
- b) Variety
- c) Cheapest prices

d) Speed

[1]

Q.60) Googles continued success is based on

- a) A strong company culture
- b) Ability to evade government scrutiny
- c) A strong product ecosystem
- d) Both a) and c)

[1]
