Questions 21-25

Choose the correct letter from A-G

What are the characteristics of the following analysis methods?

Choose FIVE letters from the box and write letters A-G, next to questions 21-25

A. it will save a lot of business time and effort

B. it is visualized

C. it does not fit our company

D. it will take too long

E. it is easy to use

F. it is difficult to apply

G. it is suitable to almost all sized companies

Analysis methods

21. PEST

22. Drill Down

23. PMI

24. Pareto

25. SWOT

Questions 26-30

Choose the correct letter, A, B or C.

26. What does Frances consider as the best strength of the company?

A. reputation

B. experienced employees

C. management

27. What factor did Sam overlooked for the future growth of the company?

A. seek for cheaper suppliers

B. set up an overseas office

C. compete with major competitors

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28. Which of the following can be the threat to a company?

A. increasing competition

B. outdated technology

C. new legislation

29. What has Sam learned from the research?

A. using better tools

B. cost of a success business

C. gap between reality and theory

30. What is the professor's suggestion for the report?

A. give a final determination

B. reorganize a clear structure

C. add more detailed information

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