

# Week 5 quiz

LATEST SUBMISSION GRADE

90%

1. How can a manager predict changes in the financial health of her organisation? Choose all that apply

1 / 1 point

- ☐ By creating an income statement to record the profits earned or losses incurred
- ☒ By understanding the movements in the drivers of various aspects of financial health.

**Correct**

Correct

Watch the video: Week 5 outline: Modelling financial performance



- ☒ By understanding the effects of the changes in the various aspects of financial health on the organisational bigger picture.

**Correct**

Correct

Watch the video: Week 5 outline: Modelling financial performance



- ☐ By creating a balance sheet to record the assets and liabilities of a business

2. In case of an economic recession, which of the following options is the least applicable in order to maintain profit levels of an airline?

0 / 1 point

- ☐ Reduction of working hours
- ☐ Wage rate reduction
- ☒ Reduction in fuel expenditure
- ☐ Cancelling some flights

**Incorrect**

Incorrect

Watch the video: Trend analysis: Linking to strategy

3. Which of the following drive the sales volume of an organisation? Choose all that apply.

1 / 1 point

☐ Overhead expenditures

☒ Overall market size



**Correct**

Correct

Watch the video: Trend analysis: Linking to strategy

☒ Market share



**Correct**

Correct

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☐ Number of employees

4. Which of the following best reflect changes in profitability? Choose all that apply.

1 / 1 point

☒ Rise/fall in revenue



**Correct**

Correct

Watch the video: Trend analysis: Linking to strategy

☐ Expansion in the target market

☒ Change in costs



**Correct**

Correct

Watch the video: Trend analysis: Linking to strategy

5. Which of the following best relate to a fall in market size?

1 / 1 point

☐ Exit of a competitor from the market.

☒ An economic recession



**Correct**

Correct

Watch the video: Trend analysis: Linking to strategy

☒ Fall in consumer sentiment



**Correct**

Correct

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☐ Strong economic growth

6. How can we increase organisational value?

1 / 1 point

☐ By setting up realistic goals

☒ By satisfying the needs of all stakeholders in the long run

☐ By focusing on a few stakeholders



**Correct**

Correct.

Watch the video: Calibrating a model to adjust for the firm and its operating environment

7. Which of the following results in a rise in sales revenue?

1 / 1 point

☐ Increasing unit price and falling sales volume

☒ Increasing unit price, maintaining sales volume

- ☐ Reducing unit prices and falling sales volume



**Correct**

Incorrect

Watch the video: Trend analysis: Linking to strategy

8. How does economic recession likely affect market size?

1 / 1 point

- ☒ Market size may fall
- ☐ Market size may increase
- ☐ Mark size remains the same



**Correct**

Correct

Watch the video: Trend analysis: Linking to strategy

9. Which of the following does the instructor mention as the best measure to track and increase company profitability?

1 / 1 point

- ☐ Leverage ratio
- ☐ Infrastructure costs
- ☒ Cost to income ratio
- ☐ National wage level



**Correct**

Correct

Watch the video: Trend analysis: Linking to strategy

10. Which of the following provide corporate managers the necessary information for drawing a bigger picture on organisational overall performance? Choose all that apply

1 / 1 point

- ☐ Shareholders

☐ Stakeholders

☒ Financial statements



**Correct**

Correct

Watch the video: Week 5 outline: Modelling financial performance

☒ Strategic directions



**Correct**

Correct

Watch the video: Week 5 outline: Modelling financial performance