

### Question #1 of 40

After completing a thorough industry analysis, which of the following is *most likely* an additional element an analyst should examine when analyzing a specific company within the industry?

A) Competitive strategy.



B) Threat of entry.



C) Power of buyers.



#### Explanation

Company analysis involves examining a specific firm's financial condition, products and services, and competitive strategy (cost leadership or differentiation). Industry analysis should include examining competitive forces such as the threat of entry and the power of buyers.

(Study Session 15, Module 48.2, LOS 48.k)

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### Question #2 of 40

Stages of an industry life cycle in chronological order are:

A) growth, shakeout, mature, decline, and embryonic.



B) embryonic, growth, mature, shakeout, and decline.



C) embryonic, growth, shakeout, mature, and decline.



#### Explanation

Embryonic, growth, shakeout, mature, and decline are the life-cycle stages of an industry.

(Study Session 15, Module 48.1, LOS 48.e)

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### Question #3 of 40

When classifying companies into peer groups for analysis, an analyst should:

A) include each company in only one peer group.



B) disregard industry classifications from commercial providers.



C) examine firms' annual reports to see if they identify competitors.



#### Explanation

Annual reports are a good source of information when identifying peer groups because companies may identify their key competitors. It is often appropriate to include a company in more than one peer group. An analyst forming peer groups can use commercially available industry classification systems to identify which companies are in the same industry.

(Study Session 15, Module 48.1, LOS 48.d)

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## Question #4 of 40

Which of the following industries is *most likely* to be classified as non-cyclical?

- A) Utilities.
- B) Housing.
- C) Autos.



### Explanation

Non-cyclical industries are those for which demand is not highly sensitive to business cycles, such as utilities, health care, and food and beverages. Housing and autos are examples of cyclical industries.

(Study Session 15, Module 48.1, LOS 48.c)

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## Question #5 of 40

A firm is *most likely* to have pricing power if it operates in an industry characterized by:

- A) high concentration, undercapacity, and high market share stability.
- B) high concentration, undercapacity, and low market share stability.
- C) low concentration, overcapacity, and high market share stability.



### Explanation

Firms in highly concentrated industries are more likely to have pricing power than firms in fragmented industries. Firms in industries with tight capacity constraints are more likely to have pricing power than firms in industries with excess capacity. High market share stability is indicative of pricing power because competition is likely less intensive.

(Study Session 15, Module 48.2, LOS 48.g)

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## Question #6 of 40

An aggressive price reduction to gain market share is *most likely* to be associated with a:

- A) product differentiation strategy.
- B) cost leadership strategy.
- C) service differentiation strategy.



### Explanation

Michael Porter identified two competitive strategies: cost leadership and product or service differentiation. A firm that uses a cost leadership or low-cost strategy seeks to have low production costs that will enable it to offer lower prices than its competitors to protect or gain market share. A product or service differentiation strategy seeks to gain a price premium for its products by making them distinctive to the consumer.

(Study Session 15, Module 48.2, LOS 48.k)

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### Question #7 of 40

Starr Company is an asset management firm. Thomas Company is a manufacturer of apparel. Assuming these firms are representative of their industry groups, how are they *best* classified with regard to their sensitivity to the business cycle?

- |    | <u>Starr</u> | <u>Thomas</u> |   |
|----|--------------|---------------|---|
| A) | Cyclical     | Non-cyclical  |  |
| B) | Non-cyclical | Non-cyclical  |  |
| C) | Cyclical     | Cyclical      |  |

#### Explanation




Asset management firms are classified in the financial services industry group. Apparel manufacturers are classified in the consumer discretionary industry group. Financial services and consumer discretionary are cyclical industry groups.

(Study Session 15, Module 48.1, LOS 48.c)

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### Question #8 of 40

The competitive forces identified by Michael Porter include:

- |    |   |   |
|----|---|---|
| A) | power of existing competitors and threat of entry.      |  |
| B) | rivalry among existing competitors and power of buyers. |  |
| C) | threat of substitutes and rivalry among suppliers.      |  |

#### Explanation

Porter's five competitive forces are: (1) rivalry among existing competitors; (2) threat of entry; (3) threat of substitutes; (4) power of buyers; (5) power of suppliers.

(Study Session 15, Module 48.1, LOS 48.f)

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### Question #9 of 40

A firm that pursues a differentiation strategy is *most likely* to emphasize:

- |    |                        |   |
|----|------------------------|---|
| A) | market research.       |  |
| B) | operating efficiency.  |  |
| C) | gains in market share. |  |

#### Explanation

A firm that follows a product or service differentiation strategy needs to emphasize market research to identify needs for which customers are willing to pay a premium. Market share and operating efficiency are more of a focus for firms that pursue a low-cost strategy.

(Study Session 15, Module 48.2, LOS 48.k)

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### Question #10 of 40

The industry experience curve illustrates the relationship between:

- A) cumulative output and cost per unit.
- B) productivity and average years of employment.
- C) company age and profitability.



#### Explanation

The industry experience curve shows cost per unit relative to cumulative output. Cost per unit typically decreases over time due to higher utilization rates for fixed capital, improvements in the efficiency of labor, and better product design and manufacturing methods.

(Study Session 15, Module 48.1, LOS 48.e)

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### Question #11 of 40

Pricing power for the firms in an industry is *most likely* to result from low:

- A) barriers to entry.
- B) industry concentration.
- C) levels of capacity.



#### Explanation

Low capacity is associated with pricing power because it increases the likelihood that supply in the short run will be less than demand at current prices. Low barriers to entry and low industry concentration (a fragmented market) typically suggest firms have little pricing power.

(Study Session 15, Module 48.2, LOS 48.g)

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### Question #12 of 40

Market share stability within an industry is *least likely* to result from a high level of:

- A) switching costs.
- B) barriers to entry.
- C) product innovation.



#### Explanation

Frequent introductions of new products and innovations tend to make firms' market shares within an industry less stable. High barriers to entry into the industry and high switching costs for customers to change to a competing product both contribute to market share stability.

(Study Session 15, Module 48.2, LOS 48.g)

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### Question #13 of 40

A manager tells a research analyst, "A thorough industry analysis should use more than one approach to estimate industry variables," and "An analyst should not compare his valuations to those of other analysts." Which of these two statements is (are) CORRECT?

- A) Neither of these statements is accurate.
- B) Both of these statements are accurate.
- C) Only one of these statements is accurate.



**Explanation**

The first statement is accurate. When analyzing an industry, an analyst should use different approaches and scenarios when estimating industry variables. The second statement is inaccurate. Comparing one's own forecasts with those of other analysts can be useful for confirming the soundness of the analysis and for identifying industries that are potentially overvalued or undervalued by the consensus view.

(Study Session 15, Module 48.1, LOS 48.e)

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**Question #14 of 40**

Commercial industry classification systems such as the Global Industry Classification Standard (GICS) typically classify firms according to their:

- A) correlations of historical returns.
- B) sensitivity to business cycles.
- C) principal business activities.



**Explanation**

Commercial providers of industry classification systems such as the GICS classify firms according to principal business activity, such as Consumer Staples, Financial Services, or Health Care.

(Study Session 15, Module 48.1, LOS 48.b)

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**Question #15 of 40**

The threat of substitutes is *most likely* to be low for a firm that:

- A) produces a commodity product in an industry with significant unused capacity.
- B) operates in a fragmented market with little unused capacity.
- C) produces a differentiated product with high switching costs.



**Explanation**

The threat of competition from substitute products is likely to be low for a firm that produces a differentiated product with high switching costs. Unused capacity and low industry concentration (a fragmented market) tend to intensify rivalry among industry competitors but are not directly related to the threat of substitutes.

(Study Session 15, Module 48.1, LOS 48.f)

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### Question #16 of 40

Industry analysis is *most likely* to provide an analyst with insight about a company's:

A) pricing power.



B) financial performance.



C) competitive strategy.



#### Explanation

Industry analysis provides a framework for an analyst to understand a firm in relation to its competitive environment, which determines how much pricing power a firm has. Competitive strategy and financial performance are aspects of company analysis.

(Study Session 15, Module 48.1, LOS 48.a)

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### Question #17 of 40

Economic profits are *most likely* to be earned by firms in an industry that is characterized by:

A) high barriers to entry and low power of buyers.



B) high power of suppliers and low threat of entry.



C) low threat of substitutes and high rivalry among existing competitors.



#### Explanation

High barriers to entry (low threat of entry) and low power of suppliers both increase the potential for economic profits within an industry. The five forces that shape industry competition are rivalry among existing competitors, threat of entry, threat of substitutes, power of buyers, and power of suppliers. The stronger any of these forces are within an industry, the less potential that industry has to generate (or continue to earn) economic profits.

(Study Session 15, Module 48.1, LOS 48.f)

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### Question #18 of 40

Technological changes are *most likely* to result in which of the following effects? Evolving technology is likely to result in changes in:

A) educational curriculum and the relative demand for various products.



B) the relative demand for various products only.



C) educational curriculum only.



#### Explanation

If technological changes result in changes in the set of skills required of workers, this is likely to lead to changes in educational curriculum (and possibly delivery). Such changes often result in the production and demand for new or different products.

(Study Session 15, Module 48.2, LOS 48.j)

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### Question #19 of 40

Factors affecting industry growth that are related to the composition and age distribution of the population are *best* described as:

A) social influences.



B) demographic factors.



C) macroeconomic factors.



#### Explanation

Demographic factors include age distribution and population size, as well as other changes in the composition of the population.

(Study Session 15, Module 48.2, LOS 48.j)

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### Question #20 of 40

When constructing a peer group of firms, an analyst should *least* appropriately consider the firms':

A) business cycle sensitivity.



B) industry classification.



C) cost structures.



#### Explanation

A peer group should consist of firms that are alike in their principal lines of business, along with other similarities such as cost structures and access to capital. Firms can be similar in business cycle sensitivity but dissimilar in terms of their business activities (e.g., a firm in the home building industry and a firm in the heavy equipment manufacturing industry).

(Study Session 15, Module 48.1, LOS 48.d)

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### Question #21 of 40

Which of the following industries is likely to be most sensitive to the business cycle?

A) Pharmaceutical.



B) Confectionery.



C) Automobile.



#### Explanation

The automobile industry is cyclical because demand for new autos fluctuates with the business cycle. The confectionery industry tends to be non-cyclical and defensive because demand for candy tends to be stable through the business cycle. The pharmaceutical industry is non-cyclical because demand for medicines is independent of the business cycle.

(Study Session 15, Module 48.2, LOS 48.i)

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### Question #22 of 40

Declining prices that result from the development of substitute products are *most likely* to characterize an industry in the:

- A) decline stage.
- B) shakeout stage.
- C) mature stage.



#### Explanation

The decline stage of the industry life cycle is often characterized by declining prices as substitute products or global competition emerge, or as a result of decreasing demand due to societal changes.

(Study Session 15, Module 48.2, LOS 48.h)

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### Question #23 of 40

Which of the following conditions is *most likely* to indicate that barriers to entry into an industry are low?

- A) Market shares have been stable over the last two business cycles.
- B) Investment capital is available at low cost.
- C) The industry has significant economies of scale.



#### Explanation

Readily available capital tends to make entry into an industry easier. If an industry is composed of the same firms over a long period of time, barriers to entry are likely high. Economies of scale are a barrier to entry because existing firms are likely to be producing at a lower cost per unit than a new competitor can achieve.

(Study Session 15, Module 48.2, LOS 48.g)

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### Question #24 of 40

A firm's earnings are *most likely* to be cyclical if:

- A) the firm operates in a growth industry.
- B) most of the firm's costs depend on its level of output.
- C) the firm produces luxury items.



#### Explanation

Producers of luxury items tend to have cyclical earnings because consumers typically decrease their purchases of these items during economic recessions. The earnings of firms with high percentages of variable costs are not as likely to be cyclical as those of firms with high percentages of fixed costs (i.e., high operating leverage). A growth industry has demand that is strong enough that earnings remain relatively unaffected by the business cycle.




(Study Session 15, Module 48.1, LOS 48.c)

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### Question #25 of 40

Which of the following statements about switching costs is *most accurate*?

- A) Switching costs tend to be lower for specialized products. 
- B) Low switching costs contribute to market share stability. 
- C) Switching costs include the time needed to learn to use a competitor's product. 

#### Explanation




Switching costs include the time and expense of learning to use a competitor's product and tend to be higher for specialized or differentiated products. High switching costs contribute to market share stability and pricing power.

(Study Session 15, Module 48.2, LOS 48.g)

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### Question #26 of 40

Factors that increase competition in an industry *most likely* include:

- A) high barriers to entry, low concentration, and low unused capacity. 
- B) low barriers to entry, high concentration, and high unused capacity. 
- C) low barriers to entry, low concentration, and high unused capacity. 

#### Explanation




Low barriers to entry increase competition as more firms can enter the business. Industries that are fragmented and have unused capacity tend to be highly competitive as they fight for market share and attempt to utilize excess manufacturing resources.

(Study Session 15, Module 48.1, LOS 48.e)

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### Question #27 of 40

Which of the following statements about the industry life cycle is *most accurate*?

- A) The mature stage is followed by a shakeout stage and a decline stage. 
- B) The growth stage is typically characterized by decreasing prices. 
- C) Industry growth rates are highest in the embryonic stage. 

#### Explanation

Prices tend to decrease in the growth stage as firms begin to realize economies of scale in production. The stages of the industry life cycle, in order, are embryonic, growth, shakeout, mature, and decline. Industry growth is slow during the embryonic stage as firms develop products and attempt to gain customer acceptance.

(Study Session 15, Module 48.2, LOS 48.h)

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### Question #28 of 40

Which of the following types of industries is typically characterized by stable performance during both expansions and contractions of the business cycle?

A) Defensive.



B) Growth.



C) Cyclical.



**Explanation**

A defensive industry is typically characterized by stable performance during both expansions and contractions of the business cycle.

(Study Session 15, Module 48.1, LOS 48.c)

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**Question #29 of 40**

Commercial index providers typically classify companies by:

A) principal business activity.



B) statistical grouping.



C) sensitivity to business cycles.



**Explanation**

Commercial providers such as Standard and Poor's and MSCI Barra classify companies according to their principal business activity and the products and services they provide.

(Study Session 15, Module 48.1, LOS 48.b)

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**Question #30 of 40**

Auto manufacturers and home builders would *most likely* be grouped together in an industry classification system based on:

A) sensitivity to business cycles.



B) type of business activity.



C) dividend yields.



**Explanation**

Auto manufacturing and home building are both cyclical industries. An industry classification system based on business cycle sensitivity would be the most likely to group firms from these industries together.

(Study Session 15, Module 48.1, LOS 48.b)

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**Question #31 of 40**

Changes in population size and average age that affect industry growth and profitability are *best* described as:

A) macroeconomic influences.



B) social influences.



C) demographic influences.



**Explanation**

Among the external influences that affect industries, "demographic factors" refers to those that are related to the size and composition of the population.

(Study Session 15, Module 48.2, LOS 48.j)

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**Question #32 of 40**

In which of the following industries are technological factors *least likely* a significant influence?

A) Confections.



B) Pharmaceuticals.



C) Oil services.



**Explanation**

Technological influences are relatively important in the pharmaceuticals and oil services industries, but they are generally not a significant influence in the confections industry.

(Study Session 15, Module 48.2, LOS 48.i)

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**Question #33 of 40**

Which of the following industries is *most likely* to operate in a fragmented market?

A) Pharmaceuticals.



B) Confections.



C) Oil services.



**Explanation**

Most areas of the oil services industry are characterized by many small competitors. The confections and pharmaceutical industries each have a small number of very large firms.

(Study Session 15, Module 48.2, LOS 48.i)

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**Question #34 of 40**

A firm is *most likely* to have pricing power if:

A) its product is differentiated.



B) costs to exit the industry are high.



C) its market share is high.



### Explanation

Firms offering products that are differentiated in terms of quality and features are more likely to have pricing power than firms that produce undifferentiated (commodity-like) products. High market share does not necessarily imply pricing power; for example, if four firms each have 25% market share, none of them are likely to have significant pricing power. High exit costs can create overcapacity in an industry and result in a high degree of price competition as firms try to maintain production volume during a period of reduced demand.

(Study Session 15, Module 48.2, LOS 48.g)

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### Question #35 of 40

During the contraction phase of the business cycle, how will an active portfolio manager using an industry rotation strategy treat stocks of companies in a cyclical industry?

A) Overweight the industry.



B) Underweight the industry.



C) Maintain the target weight of the industry.



### Explanation

A cyclical industry is one that is expected to outperform during an expansion and underperform in a contraction. The industry rotation strategy for a cyclical industry is to overweight during an expansion and underweight during a contraction.

(Study Session 15, Module 48.1, LOS 48.a)

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### Question #36 of 40

Wallace Kidwell is classifying an industry as to its life-cycle stage. Kidwell notes that the industry's growth is stable and largely limited to replacement demand and overall population increases. The companies that comprise the industry have achieved efficient cost structures and strong brand loyalty. This level of brand loyalty has resulted in very few price wars. Kidwell will *most likely* classify the industry life cycle stage as being:

A) Shakeout.



B) Mature.



C) Decline.



### Explanation

The mature stage exhibits little or no growth, industry consolidation, and high barriers to entry. Kidwell has noted that the industry is growing, but slowly (replacement demand and population gains). Furthermore, the firms have efficient cost structures and strong brand loyalty; both of which are high barriers to entry.

The decline stage exhibits negative growth, excess capacity, and high competition. Kidwell has observed positive, slow growth and a lack of price wars. Both of these observations are contrary to what would be expected in the decline stage.

The shakeout stage exhibits slowing growth, intense competition, and declining profitability. Kidwell has observed that growth is stable, the firms have achieved efficient cost structures, and price wars are uncommon. Hence, growth is not slowing, competition must not be intense because there are price wars (these occur when competition is intense), and profitability is likely stable given the efficient cost structures.

(Study Session 15, Module 48.2, LOS 48.h)

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### Question #37 of 40

For relative valuation, a peer group is *best* described as companies:

**A)** with similar business activities and competitive factors.



**B)** at a similar stage of the industry life cycle.



**C)** in a similar sector or industry classification.



#### Explanation

An analyst should form peer groups of companies that have similar business activities, drivers of demand and costs, and access to capital. Companies in the same industry or sector and companies at the same stage of the industry life cycle are not necessarily comparable for equity valuation purposes.

(Study Session 15, Module 48.1, LOS 48.d)

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### Question #38 of 40

Food, beverage, and utility companies are examples of:

**A)** declining industries.



**B)** cyclical industries.



**C)** defensive industries.



#### Explanation

Food, beverage, and utility companies provide basic necessities of life and are considered to be defensive industries. In a recession, the demand for their products will not fall as much as for some of the other industry groups.

(Study Session 15, Module 48.1, LOS 48.b)

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### Question #39 of 40

Which of the following types of industries is typically characterized by above-normal expansion in sales and profits independent of the business cycle?

A) Counter-cyclical.



B) Growth.



C) Defensive.



**Explanation**

A growth industry is typically characterized by above-normal expansion in sales and profits independent of the business cycle.

(Study Session 15, Module 48.1, LOS 48.c)

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**Question #40 of 40**

The experience curve, which illustrates the cost per unit relative to output:

A) slopes upward in the early years and downward in the later years.



B) slopes downward.



C) slopes upward.



**Explanation**

The experience curve, which shows the cost per unit relative to output, slopes downward because of increases in productivity and economies of scale, especially in industries with high fixed costs.

(Study Session 15, Module 48.1, LOS 48.e)