

An Example of Porter's Five Forces Analysis - Apple Inc.

Porter's Five Forces Analysis - Apple Inc.

Scenario-based MCQ:

1. Scenario: Apple Inc. is considering entering a new market segment with its innovative product line. What aspect of Porter's Five Forces should Apple assess to understand the challenges it might face in this new market?
 - a) Bargaining Power of Suppliers
 - b) Threat of New Entrants
 - c) Bargaining Power of Buyers
 - d) Threat of Substitutes

Correct Answer: b) Threat of New Entrants

Dialogue-based:

2. Manager A: "Our suppliers have been increasing prices for key components. How does this affect our competitive position?" Manager B: "It raises concerns about the _____."
 - a) Bargaining Power of Suppliers
 - b) Threat of New Entrants
 - c) Bargaining Power of Buyers
 - d) Competitive Rivalry

Correct Answer: a) Bargaining Power of Suppliers.

WH-style MCQ:

3. Which of the following is the purpose of assessing the Bargaining Power of Buyers in Porter's Five Forces analysis?
 - a) To evaluate the influence of customers on prices
 - b) To determine the potential for new competitors to enter the market
 - c) To assess the pressure from substitute products
 - d) To analyse the power of existing competitors

Correct Answer: a) To evaluate the influence of customers on prices

Match the following:

4. Match the following Porter's Five Forces factor with its description:

A. Threat of New Entrants	1. Potential for new competitors to enter the market
B. Bargaining Power of Buyers	2. Influence of customers on prices
C. Threat of Substitutes	3. Pressure from substitute products
D. Competitive Rivalry	4. Power of existing competitors

Correct Match: a) A-1, B-2, C-3, D-4

Arrange the sequence:

5. Arrange the following steps in the correct sequence for conducting a Porter's Five Forces analysis:

- I. Assessing the bargaining power of buyers
- II. Evaluating the threat of new entrants
- III. Analysing competitive rivalry
- IV. Identifying the threat of substitutes

- a) II, IV, III, I
- b) I, III, II, IV
- c) IV, II, I, III
- d) III, I, IV, II

Correct Answer: c) IV, II, I, III

True or False:

6. True or False: Porter's Five Forces analysis assesses both internal and external factors affecting a company's competitive position.

Correct Answer: True

Fill in the blanks:

7. In Porter's Five Forces analysis, the _____ represents the pressure from substitute products or services.

Correct Answer: Threat of Substitutes

Pick the right version:

8. Which of the following strategies might Apple Inc. use to mitigate the threat of new entrants according to Porter's Five Forces?

- a) Enhancing product differentiation through design and features
- b) Reducing customer loyalty programs
- c) Increasing reliance on a single supplier for key components
- d) Decreasing investment in research and development

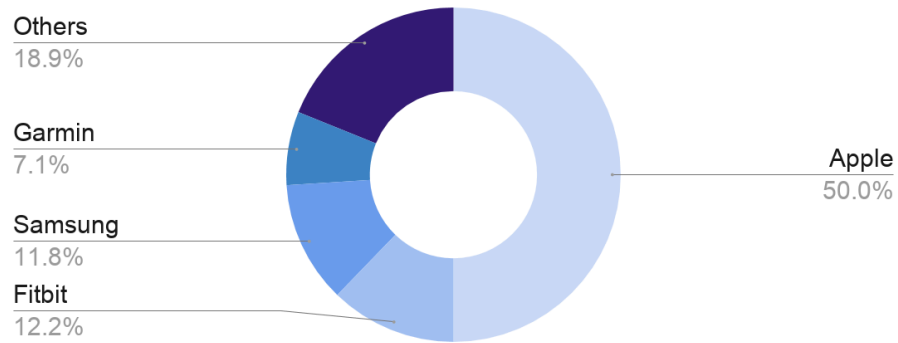
Correct Answer: a) Enhancing product differentiation through design and features

Image-based MCQ:

9. Based on the image, which aspect of Porter's Five Forces does this graph most likely represent?

Smartwatch Market Share by Vendor Shipment, 2018

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- a) Threat of New Entrants
- b) Bargaining Power of Buyers
- c) Competitive Rivalry
- d) Threat of Substitutes

Correct Answer: c) Competitive Rivalry

10. In the image, which Porter's Five Forces factor is illustrated?



- a) Bargaining Power of Suppliers
- b) Threat of New Entrants
- c) Bargaining Power of Buyers
- d) Threat of Substitutes

Correct Answer: a) Bargaining Power of Suppliers