

### Exercise 1.5: Health Assessments Quiz

By completing this quiz, participants will reinforce their understanding of the critical concepts related to health assessments and be better equipped to apply these principles in real-world scenarios.

#### Objective:

To evaluate the understanding of critical concepts related to health assessments in business, including financial, operational, and market assessments.

#### Format:

Multiple choice quiz with ten questions, each having four choices.

#### Instructions:

1. Read each question carefully.
2. Select the correct answer from the four choices provided.
3. Only one answer is correct for each question.

### **Participant Exercise Handout – Health Assessments Quiz**

1. What is the primary characteristic of a healthy business?
  - A. High employee turnover
  - B. Consistent product defects
  - C. Sustainable impact
  - D. Declining market share
  
2. Which financial metric is crucial for assessing a company's ability to meet short-term obligations?
  - A. Net profit margin
  - B. Current ratio
  - C. Return on assets
  - D. Debt-to-equity ratio
  
3. What does a benchmarking exercise against industry standards help identify?
  - A. Areas where the company is underperforming
  - B. Personal employee preferences
  - C. Customer satisfaction levels
  - D. Historical financial data
  
4. Which tool is commonly used in operational assessments to evaluate inefficiencies?
  - A. SWOT Analysis
  - B. Fishbone Diagram
  - C. PEST Analysis
  - D. Balance Sheet
  
5. What is the purpose of a market trend analysis?
  - A. To review past financial performance
  - B. To examine internal employee relations
  - C. To identify emerging opportunities and potential threats
  - D. To measure the company's current production rate

## **(CLP-P2) (WDP1) – Business Turnaround – Workshop 1 – Exercise 1.5**

6. In a comprehensive health assessment, why is it important to evaluate operational efficiency?
  - A. To increase the number of employees
  - B. To identify bottlenecks and improve productivity
  - C. To decrease product quality
  - D. To reduce customer feedback
  
7. What is a common drawback of innovation without a strategic goal?
  - A. Misallocated resources
  - B. Increased customer loyalty
  - C. Improved financial health
  - D. Enhanced market positioning
  
8. Which aspect is not typically included in a financial health assessment?
  - A. Financial statement analysis
  - B. Ratio analysis
  - C. Benchmarking
  - D. Customer satisfaction surveys
  
9. How can a company benefit from competitive intelligence in the long term?
  - A. By ignoring competitor strategies
  - B. By reducing marketing efforts
  - C. By focusing solely on internal operations
  - D. By anticipating competitive moves and innovating effectively
  
10. What is a key outcome of integrating financial, operational, and market assessments in a holistic health assessment?
  - A. Increased employee turnover
  - B. Comprehensive understanding of organizational health
  - C. Decreased innovation
  - D. Narrow focus on market trends