

BCG Practice Test Questions and Answers

1. In a case study scenario, a retail client is experiencing declining profits despite stable revenue. What should be your primary area of investigation?

- A) Marketing effectiveness
- B) Cost structure and operational efficiency
- C) Customer satisfaction levels
- D) Competitive pricing strategies

2. When conducting market sizing for a new product launch, which approach provides the most reliable estimate?

- A) Top-down approach using industry reports
- B) Bottom-up approach using customer segments
- C) Comparable company analysis
- D) Survey-based market research

3. A manufacturing company wants to enter a new geographic market. What framework would you use to evaluate market attractiveness?

- A) Porter's Five Forces
- B) SWOT Analysis
- C) McKinsey 7-S Framework
- D) BCG Growth-Share Matrix

4. In a profitability analysis, which metric best indicates a company's operational efficiency?

- A) Gross margin
- B) EBITDA margin
- C) Net profit margin
- D) Return on invested capital (ROIC)

Answers: 1-B 2-B 3-A 4-B

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