

U2.17 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is a key performance indicator (KPI)?

A measurable indicator used to judge how well a business is performing against its goals.

CARD 2

What is the main function of KPIs?

To track performance, show progress and help managers decide whether goals and strategies are being achieved.

CARD 3

What can KPI results be compared against?

Previous years, competitors, targets or an industry average.

CARD 4

What are financial KPIs?

Measures of financial performance such as profitability, liquidity and stability.

CARD 5

What are non-financial KPIs?

Measures not directly expressed in dollars, such as quality and customer satisfaction.

CARD 6

Give two examples of HR KPIs.

Examples include staff turnover, absenteeism, employee satisfaction, retention or training completion.

CARD 7

Give two examples of marketing KPIs.

Examples include sales revenue, customer satisfaction, conversion rate, website traffic or social engagement.

CARD 8

Give two examples of operations KPIs.

Examples include defect rates, output per worker, delivery times, waste, downtime or stock turnover speed.

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CARD 9

Give examples of finance KPIs.

Profitability, liquidity and stability ratios, including gross profit, net profit, current and debt-to-equity measures.

CARD 10

Why should a business use a mix of KPIs?

Because no single measure gives the full picture; different KPIs reveal different strengths, weaknesses and risks.