

BUSI 3250 EXAM 1 2024 WITH 100% CORRECT ANSWERS

What are the 3 P's of sustainability? - correct answer people, planet, profit

Meeting the needs of the future without compromising the ability of future generation's to meet their needs - correct answer Sustainable Development

C.K. Prahalad popularized the term - correct answer "Bottom of the Pyramid"

What does "Bottom of the Pyramid" refer to? - correct answer refers to the approximately 3 billion people who survive on less than \$2 per day, where basic survival needs are just barely met. Prahalad suggested that this large mass of humanity should be viewed as having tremendous market potential with untapped purchasing power

3 largest regional trade regions are EU (27 member countries), NAFTA, and? - correct answer ASEAN

How much of the world's exports does ASEAN make up? - correct answer 55%

_____ is what makes us who we are and what we believe - correct answer Culture

Ethnocentricity - correct answer The belief that your own culture is superior to other cultures

In what dimension and level (high/low) does consultative leadership dominate, and informality tend to be the norm? - correct answer Low, Power Distance (ex. The US)

Hofstede's Cultural Dimension that measures degree to which people in the culture are integrated into groups - correct answer Individualism-collectivism

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SJ Ball



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