

POM Chapter 1 - continued

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| 1. all events outside a company that have the potential to influence or affect it | A. competitors |
| 2. the rate at which a company's general and specific environments change | B. Media advocacy |
| 3. an environment in which the rate of change is slow | C. business confidence indices |
| 4. an environment in which the rate of change is fast | D. environmental change |
| 5. the number and the intensity of external factors in the environment that affect organizations | E. internal environment |
| 6. the abundance or shortage of critical organizational resources in an organization's external environment | F. uncertainty |
| 7. extent to which managers can understand or predict which environmental changes and trends will affect their businesses | G. organizational stories. |
| 8. the economic, tech., sociocultural and political/legal trends that indirectly affect all organizations | H. organizational culture |
| 9. the customers, competitors, suppliers, industry regulations and groups that are unique to an industry and directly affect how a company does business. | I. environmental scanning |
| 10. indices that show how managers' level of confidence about future business growth | J. public communications |
| 11. the knowledge, tools, and techniques used to transform inputs into outputs | K. specific environment |
| 12. companies in the same industry that sell similar products or services to customers | L. buyer dependence |
| 13. a process for monitoring the competition that involves identifying comp., anticipating their moves and determining their strengths and weaknesses | M. opportunistic behavior |
| 14. companies that provide material, human, financial, and informational resources to other companies | N. advocacy group |

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| 15. the degree to which a company relies on a supplier because of the importance of the supplier's product to the company and the difficulty of finding other sources of the product | O. competitive analysis |
| 16. a transaction in which one party in the relationship benefits at the expense of the other | P. resource scarcity |
| 17. the establishment of mutually beneficial, long-term exchanges between buyers and suppliers | Q. general environment |
| 18. regulations and rules that govern the business practices and procedures of specific industries, businesses and professions | R. dynamic environment |
| 19. concerned citizens who band together to try to influence the business practices of specific industries, businesses, and professions | S. industry regulation |
| 20. an advocacy group tactic that relies on VOLUNTARY PARTICIPATION by the news media and the advertising industry to get the advocacy group's message out | T. stable environment |
| 21. an advocacy group tactic that involves framing issues as public issues; exposing questionable ethics; FORCING MEDIA COVERAGE by buying media time or creating enough controversy to spark coverage | U. relationship behavior |
| 22. an advocacy group tactic that involves protesting a company's actions by persuading consumers not to purchase its products or service | V. technology |
| 23. searching the environment for important events or issues that might affect an organization | W. environmental complexity |
| 24. the events and trends inside an org. that affect management, employees and organizational culture | X. external environment |
| 25. the values, beliefs and attitudes shared by org. members | Y. Product boycott |
| 26. stories told by organizational members to make sense of org. events and changes and to emphasize culturally consistent assumptions, dec. and actions | Z. suppliers |