

JA Marketing Principles 1®

Quiz: Post-Session 4.3: Global Stakeholders

Circle the best answer for each question.

1. Why are stakeholders important to companies?

- a. Because every stakeholder group is key to a company's survival
- b. Because when stakeholders have an interest in the company, the company should not have an interest in them
- c. Because only a few stakeholders are key to a company's survival
- d. Because they make, deliver, sell, and purchase the company's products or services sometimes

2. How did the introduction of "New Coke" in 1985 involve Coca-Cola's customer stakeholders?

- a. Coca-Cola held focus groups to help develop the new formulation.
- b. Coca-Cola held events at local bottling plants and retailers to introduce "New Coke."
- c. Coca-Cola did not involve customers in their decision to introduce "New Coke."
- d. Coca-Cola allowed the stakeholders to begin testing the product before it was released to the product.

3. Which of these are NOT stakeholders in a company?

- a. employees
- b. retailers
- c. industry research groups
- d. suppliers

4. How do companies build stakeholder engagement?

- a. presenting new products with great fanfare
- b. soliciting input and utilizing it in decision-making
- c. cutting back on employee benefits to save money
- d. providing financial incentives

5. Which of these is NOT a potential benefit to companies of having strong stakeholder engagement?

- a. reduced advertising costs due to higher customer satisfaction
- b. a better understanding of the environmental risks that can affect their business
- c. reduced production costs due to efficiencies identified by a service provider
- d. the ability to head off risks earlier