

Attachment: <Multiple choice test>

Number of attachment	EUPANEXT_LO_095_M_001_Att_1
Work Area Code and Title	WA17- Business Environment
Unit Code and Title	3.30 Understand the communication of the organization's missions, values and vision

Questions and Answers

1. The mission, vision and values of a company or organization are concepts that describe:

- A. The reason for the existence of the company
- B. The scope of activity
- C. A & B

2. Mission, vision and values statements are:

- A. Close meanings
- B. Important aspects in strategic planning
- C. A & B

3. A vision statement describes the organization as:

- A. it would appear in a future successful state
- B. the present condition is
- C. in competitors' view

4. The mission or purpose of the enterprise is:

- A. an accurate description of what the company makes

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- B. *the commitment of the entrepreneur on the general business goals*
- C. A & B
- D. None of these

5. A values statement describes:

- A. The present condition off the company
- B. the organization beliefs
- C. The financial value of the company

6. Vision and mission statements are related:

- A. with firm performance and goal achievements
- B. only with marketing department strategy
- C. A & B

7. Employees must understand the values of the company:

- A. because it is a part of job description
- B. to provide details when they asked to
- C. so they don't make decisions out of alignment

8. Departments strategically important in communicating business values, are:

- A. Production
- B. Marketing & Public Relations

C. Distribution

9. Management must engage employees to communicate business values:

A. To achieve business goals

B. To create loyal customers

C. A & B

10. The establishment of a new mission, vision, and values statement:

A. must be prepared annually

B. may be necessary if business aims are not fulfilled

C. None

ANSWERS:

1,C – 2,B – 3,A – 4,C – 5,B – 6,A – 7,C – 8,B – 9,C – 10,B

