Review Questions 2:

1. Consumers learn about brands through \_\_\_\_\_\_\_\_ and product marketing programs

|  |
| --- |
|  the mass media |
|  the sales force |
|   past experiences with the product |
|  shopping bots |

1. The \_\_\_\_\_\_\_\_ culture has an internal focus and a consistency orientation for a stable environment.

|  |
| --- |
|  organic |
|  clan |
|  traditional |
|  bureaucratic |

1. The basic idea behind \_\_\_\_\_\_\_ is that an organization can glide smoothly between a highly formalized, hierarchical structure effective during times of stability, and a more flexible, loose structure needed to respond to unexpected and demanding environmental conditions.

|  |
| --- |
|  decentralization |
|  ICS |
|  clan control |
|  formalization |