Review Questions 2:

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

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| 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.

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| 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.

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