

**Specification Topic: Corporate culture**

Q1	<b>Fill in the gaps</b>
<p>An organisational _____ is the values, attitudes, beliefs and behaviour of the staff and management within a workplace. A _____ culture is one that is deeply embedded into the way staff behave and carry out their duties. This not only gives the workers an identity and belonging which _____ stated was necessary to fulfil needs at work, but it can give the firm a competitive advantage.</p> <p>For example, Amazon use the word “frugality” in its set of corporate values, exemplified by founder and billionaire Jeff Bezos, who chooses to drive a Honda car, rather than a more expensive make, which he could clearly afford. Similarly, Ingvar _____ the founder of IKEA drives an old Volvo car to reflect his value of “cost-consciousness”. Furthermore, he always books the cheapest economy airline ticket when visiting UK IKEA stores. Leaders therefore set an _____ and shape the culture of a firm. In both Amazon and IKEA’s cases, this encourages staff to keep down _____, which is crucial if a firm is to be competitive on price.</p> <p>Unfortunately a _____ culture can lead to very unethical behaviour. At the News of The World newspaper, it had become “normal” for journalists to hack the phones of celebrities in order to gather exclusive stories. Eventually the newspaper brand was so damaged, all advertisers stopped using the paper and it was closed down.</p>	
<p><b>Choose from:</b> costs; strong; example; toxic; Maslow; culture; Kamprad</p>	

Q2	<b>Match the description with the correct term</b>	
	Power culture	A. Where the behaviour and attitudes of staff can damage a firm’s reputation and lead to unethical behaviour
	Task culture	B. Where there is a central source of power responsible for decision making e.g. the single founders of a small firm
	Role culture	C. Where staff are likely to reject decisions that involve taking significant risks e.g. diversifying or launching new products
	Person culture	D. Decisions are made through well-established rules and procedures; can be bureaucratic with clear roles e.g. marketing director
	Risk averse culture	E. Power lies with those who can accomplish tasks, therefore it depends on expertise rather than roles; teams are often formed with those experts who can get the job done
	Toxic culture	F. Where there are a number of individuals who have expertise and see themselves as superior to the organisation; the organisation simply exists to enable the individuals to carry out their work e.g. accountants, lawyers or doctors

