



Chapter 3

1. An interest group that works within the legal-political framework to influence companies to behave in socially responsible ways. (8,5)
2. People and organizations in the environment who acquire goods or services from the organization. (9)
3. Other organizations in the same industry or type of business that provide goods or services to the same set of customers. (11)
4. People and organizations who provide the raw materials the organization uses to produce its output. (9)
5. A planned activity at a special event that is conducted for the benefit of an audience. (8)
6. The combining of two or more organizations into one. (6)
7. A strategic alliance or programme by two or more organizations. (5,7)
8. The set of key values, beliefs, understandings and norms that members of an organization share. (7)
9. An object, act or event that conveys meaning to others. (6)
10. A phrase or sentence that succinctly expresses a key corporate value. (6)