


All of these items are Level 1 & 2. They will almost absolutely appear on the test!

Vol	Level	Question	Answer	Description/keyword
	1	Draw the LM Logo		L,M are not lines, but boxes, make sure you write the [Link and...] correctly
	2	The forerunner of this book was the () issued in (). We later renamed it the DNA Book and issued the first edition under that title in ().	DNA Tsushin (DNA Communication) 2002 2004	
	1	Write the Founder's full name.	Yoshihisa Ozasa	Always appears!!!
13	1	Business is a (), a point that is also made clear in the Link and Motivation Group's Business Style.	communication activity	
15	1	What is the basis of a company's activities?	existence of customer problems or desires	
15	1	What is the primary theme of the company's activities?	creating customer sympathy	
15	2	What is the inevitable outcome of a company with limited internal resources trying to address complex and varied problems and desires?	(destruction of Profit) (organizational exhaustion)	
15	1	A related perspective is that products and services occupy the space between the () and the () to them.	problems and desires of customers ability of employees to respond	
15	2	the primary theme for a business organization in an expansion mode is ()	standardization of products and services	
16	1	In edutainment programs, the act of selling is broken down into () and ()	communication encouraging decision-making	
16	1	In the act of communication, (3) and (4) capabilities are both necessary	3receiving 4sending	
16	2	What is the matrix for (6) (5) ?	(6)understanding (5)customer's needs The matrix is [customer problems] x [customer desires] and [latent needs] and [perceived needs]	
16	2	you need the ability to use techniques such as () to present various points of view or provide a new point of view so that the customer will ultimately select our (product or service)	switch & focus (7)products or services)	
17	2	In a company like LM-G in a () style business, it is important to develop the new market together with competitors – that is, to open up an undeveloped market in () competition.	free market friendly	
17	2	What should we do if the relationship with competition becomes a threat?	We have to switch to fighting mode. We concentrate our business resources on the area in which we are competing, and launch an all-out fight to overwhelm our opponent until they cannot get up and are forced to retreat. And it is important to remain consistent in this approach.	
18	1	Price is a () of value with customers	measure of the exchange	
18	1	The 3 ways of determining price.	8Cost Base 9Market Base 10Value Base	
18	1	Of the three, which is the preferred method?	Value Base	
18	1	What are the 3 things required of the company to maintain this?	11products and services 12human resource development 13brand development	
19	1	Three points to keep in mind regarding discounts: 1 once we give a discount, that () 2 being asked for discounts is an indication of () 3 a discount is a ()	1.becomes the "normal price" for that customer 2. some deficiency on your part 3."price increase" to customers who were not given a discount	
21	2	Why can't activities that do not generate profit be called "business?" 1) they do not provide reasonable () to the customer from our () 2) they do not allow us to () of a product or service to the customer	1 added value intervention 2.guarantee stable provision	
21	2	Profit is an () in order to () and secure the (). Think of it as the () given by the () and ()	expenditure to maintain the business contribute to society livelihood of employees total amount of freedom market customers	
21	2	"business activities" refer to () () for obtaining Profit, and () called Profit.	concrete value-creating activities not the pursuit of an abstract number	
22	1	What are the 4 viewpoints for cutting costs?	15 system perspective 16qualitative perspective 17long-term perspective 18 cost of measurement	
22	2	What are LM-G's three intangible revenue drivers?	Motivation Knowledge Brand Image	
22	2	An essential cost in developing these resources is ()	communication	
23	2	What are the seven steps for pushing yourself to a higher level?	(1) clarify what you want (2) form an image in your mind of what you will gain and lose if you achieve the dream or desire (3) move closer to your vague dream or desire, break it into specific goals (4) map out an appropriate division of roles (5) create a plan for monitoring progress toward your goal (6) promptly take corrective action when the situation calls for it (7) use what you have already obtained to draw up a new dream or desire at that point	
24	2	It is often said that for every complaint, there are ()	30 customers who were dissatisfied	
24	2	The two expressions of dissatisfaction	Existing, Voicing	
24	1	() is worse than causing the complaint	not telling others about a complaint	
24	1	The three keywords for dealing with complaints	"immediately," "sincerely," and "no matter what the cost"	"complaint handling" should be banned at LMG
26	1	According to the American management scholar Chester Barnard, the three elements necessary for organizations are...	common purpose, willingness to serve, communication	

