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

Vol	Level	Question	Answer	Description/keyword
VUT	1	Draw the LM Logo		L,M are not lines, but boxes, make sure your 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	Always appears
15	1	What is the basis of a company's activities?	existence of customer problems or desires	
15		What is the primary theme of the company's activities?	creating customer sympathy	
15		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, $(\textcircled{3})$ and $(\textcircled{4})$ capabilities are both necessary	③receiving ④sending	
16	2	What is the matrix for (⑥)(⑤)?	(⑥understanding ⑤customer'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 (⑦products 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 prefered method?	Value Base	
18	1	What are the 3 things required of the company to maintain this?	①products and services ⑫human resource development ③brand development	
19	1	Three points to keep in mind regarding discouts: 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) 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?	IB system perspective IBqualitative perspective IDlong-term perspective IB 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 dissatisfacton	Existing, Voicing	
24	1	() is worse than causing the complaint	not telling others about a complaint	<i>u</i>
24	1	The three keywords for dealing with complaints According to the American management scholar Chester Barnard, the three	"immediately," "sincerely," and "no matter what the cos	"complaint handling" should be banned at LMG
26	1	elements necessary for organizations are	common purpose, willingness to serve, communication	

26	1	Looking at the three elements of an organization, by each "organization = what?"	purpose-driven hierarchical system collection of motivations a structure built on communication	
26	1	Once an organization is established, () and () are necessary for its continued survival and development	effectiveness efficiency	
26	1	Explain them in detail	"effectiveness" = organizational performance "efficiency" = satisfaction of individual motives	
25	1	What are the three kinds of obstacles that inevitably occur in the process of an organization's activities?	 (1) From the standpoint of the "purpose-driven hierarchical system," Divergence occurs in different individuals' vision and perception of time (2) the "collection of motivations." Motivation problems may occur due to changes in the organization or in individuals (3) terms of communication systems Effectiveness of the sender of the message, the interpretation of the receiver, the media and the context. 	
26	1	Definition of Leadership	the act of influencing and guiding others to achieve a specific objective	
26	1	5 Conflicts a leader faces	 (A) efficiency vs motivation (B) acceptance vs control (C) short-term vs long-term (D) logic vs feeling (E) differentiation vs integration Success and growing accustomed to things can go to	
28	1	The story of the tree climbing master suggests what? (What essay?)	one's head. (Essay 109)	
28	1	The story of the archery master suggests what? (What essay?)	The weight of having only one chance (Essay 92)	
28	1	The story of the backgammon master suggests what? (What essay?)	Pay attention to risks that could destroy us. (Essay 110)	
30	2	In what scenarios do the differences in the human skills (relationship-building skills) of professionals and amateurs stand out? (10 items)	 (1) reporting, (2) requesting, (3) refusing, (4) consulting, (5) apologizing, (6) persuading, (7) self-assertion, (8) supporting, (9) offering advice, and (10) giving orders. 	
32	1	What are the substance and details of expectation coordination? (6 items)	 Objectives (2) Target (3) Roles (4) Methods (5) Standards (6) Delivery (1) find the people around you who have good 	
33	1	How can the perception of a pro be sharpened? (2 items)	perception, and practice measuring your own perception against theirs (2) try to take small risks so that you step outside your comfort zone on a regular basis	
34	1	Steps to avoid egocentric perception and thinking. (3 items)	 (1) get to know and take an interest in the other person (2) look for things in common (3) integrate selflessness and self-interest 	
36	1	Prohibited words for a pro? (3 items)	"anyway,""after all" and "I know." (Negative words and thoughts)	
36	2	The cycle of positive autosuggestions that a pro uses to create a positive cycle (4 items)	expectations of oneself \rightarrow breaking out of one's shell \rightarrow success as a result \rightarrow selfconfidence	
36	1	Sources of influence a pro has? (5 items)	1. Expertise 2. Likeability 3. Reciprocity 4. Consistency 5. Strictness	
37 37	1	The qualities of influence a first-rate pro should be/have (5 items) What are the factors that form personal likeability? (4 items)	impressive, appealing, grateful, unwavering, strict. physical attractiveness, attitude similarity,positive self- image, spatial proximity	
38	1	Two criteria for choosing the company name?	 (1) it should express the corporate philosophy and content of our business (2) the number of strokes in the written Japanese characters to be auspicious according to fortunetelling based on names. 	
46	2	A company's strength is the total of what 4 items?	1.fundamental business structure 2.level of its personnel 3.interaction between personnel 4.a world view held in common as a group	
15	1	List two of the outcomes of a company with limited internal resources trying to address complex and varied problems and desires	Destruction of Profit Organizational Exhaustion	
Test	1	Correctly write the LM Mission as made on the 10^{th} anniversary of LM.	Through Motivation Engineering, we provide opportunities to transform organizations and individuals and create a more meaningful society.	
Test	1	At the time the company name was decided, there was already a company with "motivation" in its name. Name that company.	JTB Motivations	
Test	2	With motivation in its name. Name that company. Write the LM corporate slogan, and when it was created.	"One by One, Enthusiasm Moves the World." June, 2000	
Test	1	Write the 5 items in "LM Style"	 (1) Be a first-class motivation engineer! (2) Do your best to transform our customers! (3) Display doctorship! (4) Create the value of speed! (5) Achieve impressive quality! 	
Test	1	From the point of view of Motivation Engineering, individuals are (A) with limits to their rationality, and organizations and societies are (B).	(A) Emotional Beings (B) Cooperative Systems	
Test	1	Write the 10 LM Commandments completely	 Thou shalt not neglect thy health Thou shalt not neglect input Thou shalt not turn a blind eye Thou shalt not turn a deaf ear to candid advice Thou shalt not become conceited Thou shalt not speak ill of others behind their backs Thou shalt not make critical pronouncements Thou shalt not leak confidential information Thou shalt not keep know-how to thyself Thou shalt not balk at doing legwork 	
Test	1	The components that make up communication are (A), (B), and (C). In that sense, (D) is the foundation of a company's activities, and a requirement for its survival.	 (A) who (the target customer) (B) what (the message) (C) how (products and services) (D) customer sympathy 	
Test		What is the book that details the concept of the "i-Company" and what publisher published it?	"The Age of the i-Company" Chuokoron-Shinsha	