**Corporate influences - Revision questions**

(26 marks; 30 minutes)

1 Explain why 'inadequate expenditure on research and development' might be a symptom of short-termism (see Section 15.2). (4)

2 Explain one possible benefit to a company if it appoints an engineer rather than an accountant to the role of chief executive.

3 Explain why 'City analysts' play an important role in creating a business culture of short-termism. (4)

4 Explain why subjective thinking may be more important for a long-term, strategic decision than for a short-term one. (4)

5 Outline two factors that might undermine the accuracy of the data used in an evidence based decision. (6)

6 Explain what Thomas Horton meant in the quote shown on page 106. (4)

'Whenever decisions are made strictly on the basis of bottom-line arithmetic, human beings get crunched along with the numbers.'

*Thomas Horton, US business leader*

