

Chapter 1

- 1) Sustainability requires today's generation to steward _____ for the benefit of future generations.
- Success
 - Entrepreneurship
 - Products and services
 - Natural resources

Correct answer: d

Difficulty level: easy

Reference: 1.1.1, definition of key term "principle of stewardship"

Bloom's Taxonomy Code: Comprehension

Learning Objective: 1.1 Define sustainability and explain its relevance to business.

- 2) The triple bottom line consists of _____, _____, and _____ metrics of organizational success.
- Competition, innovation, risk
 - Social, economic, environmental
 - Risk, reward, opportunity
 - Management, operations, marketing

Correct answer: b

Difficulty level: easy

Reference: 1.1.1, definition of key term "triple bottom line"

Bloom's Taxonomy Code: Knowledge

Learning Objective: 1.1 Define sustainability and explain its relevance to business.

- 3) Global human population and per capita consumption levels are _____.
- Optimistic
 - Decreasing
 - Increasing
 - Uncertain

Correct answer: c

Difficulty level: easy

Reference: 1.1.2, Figure 1.1

Bloom's Taxonomy Code: Application

Learning Objective: 1.1 Define sustainability and explain its relevance to business.

- 4) The human population's _____ now surpasses the available biocapacity of the planet.
- Ecological footprint
 - Productivity
 - Resilience
 - Genius

Correct answer: a

Difficulty level: easy

Reference: 1.1.2, Figure 1.3 and Figure 1.4

Bloom's Taxonomy Code: Knowledge

Learning Objective: 1.2 Articulate how global trends drive sustainability in the private sector.

- 5) Environmental, social, and governance issues have become _____ to investors.
- a. Material
 - b. Enablers
 - c. Irrelevant
 - d. Opaque

Correct answer: a

Difficulty level: medium

Reference: 1.2.2, text accompanying Figure 1.5

Bloom's Taxonomy Code: Knowledge

Learning Objective: 1.2 Articulate how global trends drive sustainability in the private sector.

- 6) Internalizing a risk means that the party who creates a risk ultimately _____ for it.
- a. Gets compensated
 - b. Takes responsibility
 - c. Gets insurance benefits
 - d. Gets sued

Correct answer: b

Difficulty level: medium

Reference: 1.2.1, definition of key term "internalize"

Bloom's Taxonomy Code: Comprehension

Learning Objective: 1.3 Distinguish between the levels of commitment to sustainable business.

- 7) The "gearing up" metaphor describes organizational _____.
- a. Stasis
 - b. Acceleration
 - c. Culture
 - d. Transformation

Correct answer: d

Difficulty level: medium

Reference: 1.3.3, second paragraph

Bloom's Taxonomy Code: Comprehension

Learning Objective: 1.3 Distinguish between the levels of commitment to sustainable business.

- 8) Even the most advanced level of private sector commitment to public health and environmental protection is driven by the traditional _____ motive.
- a. Ethical
 - b. Defense
 - c. Profit
 - d. Competition

Correct answer: c

Difficulty level: easy

Reference: 1.3.2, Table 1.2 and accompanying text; IV.A., first paragraph

Bloom's Taxonomy Code: Knowledge

Learning Objective: 1.4 Make the business case for sustainability.

- 9) When compared to traditional products, sustainable products and services are _____ in market share of food, consumer products, construction, finance, energy, and transportation

sectors.

- a. Socially responsible
- b. Relinquishing
- c. About the same
- d. Taking over

Correct answer: d

Difficulty level: easy

Reference: 1.4.1, Table 1.4 and accompanying text

Bloom's Taxonomy Code: Comprehension

Learning Objective: 1.4 Make the business case for sustainability.

- 10) According to the Rio+20 Summit on Sustainability, businesses should focus less on _____ and more on _____.
- a. Philanthropy, Profit
 - b. Short-term competitiveness, long-term performance
 - c. Water issues, climate change
 - d. Fisheries, Rainforest conservation

Correct answer: b

Difficulty level: medium

Reference: 1.2.4, definition of key term "Rio+20 Summit on Sustainability" and accompanying discussion

Bloom's Taxonomy Code: Comprehension

Learning Objective: 1.4 Make the business case for sustainability.

- 11) In the coming decade, global average surface temperatures, flooding, water consumption, habitat loss, chemical exposure, and electronic waste are expected to _____.
- a. Decline
 - b. Increase
 - c. Stabilize
 - d. Improve

Correct answer: b

Difficulty level: medium

Reference: 1.4.3, Table 1.5

Bloom's Taxonomy Code: Comprehension

Learning Objective: 1.5 Explain the role of entrepreneurialism and innovation in sustainability.