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Civic behaviour



Multiple Choice

What is a customer need ?

- a. A sensation of lack or deprivation which pushes customers to accomplish acts in order to make this sensation disappear.
- b. Something that pushes a customer to spend money to compare their social standing.
- c. Something created by a marketing department based on customer behaviour.

A

A "need" is emotional
and irrational. The
human brain
"orchestrates" this
"need".



Multiple Choice

Which of the following is
NOT a right of EU citizens?

- a. The right to reside and work anywhere in the EU.
- b. The right to a clean environment.
- c. The right to effective EU administration.

B

Chapter 5 of the EU Charter of Fundamental Rights is on citizens' rights. Articles 39-46 in this chapter protect the following rights:

Right to vote and to stand as a candidate at elections to the European Parliament, right to vote and to stand as a candidate at municipal elections, right to good administration, right of access to documents European ombudsman (Parliamentary Commissioner for Administration), right to petition freedom of movement and of residence diplomatic and consular protection.



Multiple Choice

Which treaty established EU citizenship?

- a. Treaty on European Union
- b. Treaty of Lisbon
- c. Merger Treaty

A

The Treaty on European Union, commonly known as the Maastricht Treaty, is the foundation treaty of the European Union (EU).

Concluded in 1992 between the then twelve member states of the European Communities, it announced "a new stage in the process of European integration".

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SMEs



Multiple Choice

Small and medium enterprises make up which % of GDP of the European union?

- A) 10 %
- B) 30 %
- C) 50 %

C

SMEs create the backbone of the European economy, contributing to more than half of its production.

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Decision-making



Multiple Choice

The goal of the company is to

- A) minimize its costs
- B) maximize its profit
- C) maximize its value in the long run

C

Minimising costs and maximising profit in the short run can unfortunately prevent a company from achieving long-term goals.

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Green Responsibility



Multiple Choice

In 2021, what was the average CO₂e/inhabitant/year emission in the European Union?

- A) 1 TCO₂e
- B) 2 TCO₂e
- C) 10 TCO₂e

TCO₂e= tons of CO₂ emissions

C

Approximately 10 tons of CO₂
emissions



Multiple Choice

Among the 9 global limits (climate change, freshwater, ozone layer, airborne particles, ocean acidification, nitrogen/phosphorus cycles, biodiversity, soils, chemical pollution), how many are already exceeded?

2, 4 or 6 ?

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climate change, freshwater
resources, changes in
nitrogen/phosphorus cycles,
biodiversity erosion, soil erosion,
chemical pollution.

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Green Responsibility



Multiple Choice

To reach carbon neutrality by 2050, what needs to be the maximum amount of greenhouse gases that each human should emit?

1, 2 or 10 TCO₂e ?

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Legal Framework



True or false ?

EU citizenship is granted automatically to anyone who holds the nationality of an EU country.

True or False ?

True

European Union citizenship is afforded to all citizens of member states of the European Union (EU). It was formally created with the adoption of the 1992 Maastricht Treaty, at the same time as the creation of the EU.

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Legal Framework



True or false ?

EU citizenship can replace
national citizenship.

True or False ?

False

EU citizenship is additional to national citizenship and does not replace it.

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Participation



True or false ?

If you are a citizen of an EU country living in another EU country, you have the right to actively take part in the political life of the EU.

True or False ?

True

You can vote or stand as a candidate in local and European elections, including in the country where you live if you are an EU national living in another EU country*.

*This does not include National Elections



Which of these
statements is true?

- A) A president, appointed for two years, chairs the European Council.
- B) The European Council meets in Strasbourg once a month.
- C) The European Council sets the EU's main priorities and overall policy direction.

C

The European Council represents the highest level of political cooperation between EU countries.

Every 6 months, EU leaders meet at least twice. Their meetings, also called 'summits', convene in Brussels.

The European Council President is appointed for a two-and-a-half-year term.

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SMEs



True or false ?

The function of companies is
solely economic.

True or False ?

False

In addition to economic and production functions, companies serve as important social actors

- creating jobs, contributing to society, affecting the creation of laws...

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SMEs



True or false ?

A Market and a Client are
basically the same thing.

True or False ?

You must explain why in max 30
seconds.

False

A client is a part of a market. The approach to understand clients is individual, the market needs a lot of people to exist. This market is a statistical group, a client is a unique person or entity.

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Teamwork



True or false ?

Autocratic leadership style is completely inappropriate for any situation in a team.

True or False ?

False

In certain situations, when quick decisions are necessary (e.g. a situation of natural disaster), autocratic leadership is necessary.



Top 3

What are the
3 Ps (pillars) of sustainability ?

People, Profit, Planet i.e. social, economic & environmental pillars

The pillars are like a tripod= it is necessary to have all three to maintain a stable business.

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Decision-making



Top 3

Name three production factors which companies use for production or service provision?

Three of the following
should be named:

labour, land, capital,
entrepreneurship, ...

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Legal Framework



Top 3

Give at least 3 examples of the basic freedoms of the EU internal market.

Free movement
of goods, services,
persons, capital
and payments

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SMEs



Define

Define the notion of
"Profitability".

Profitability is a measure of an organization's profit relative to its expenses.

Profit is the degree to which a business or activity yields profit or financial gain.

Organizations that are more efficient will generate more profit as a percentage of its expenses than a less-efficient organization, which must spend more to generate the same profit.

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Teamwork



Odd one out?

A well-defined goal should be:
specific, measurable,
terminable, attainable within
one week, and relevant.

Which one is the odd one out ?

Attainable within
one week.

It makes sense to plan both in
the long and the short term.