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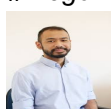
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Chapter 02

Strategic Leadership: Managing the Strategy Process

Multiple Choice Questions

1. The Chief Executive Officer (CEO) of PepsiCo, Indra Nooyi, subscribes to a triple-bottom-line approach to competitive advantage—considering not only economic, but also social and environmental performance. Identify the phrase that represents the vision of PepsiCo as described by Ms. Nooyi.
A. Human sustainability
B. Environmental sustainability
C. The whole person at work
D. Performance with a Purpose
2. The Chief Executive Officer (CEO) of PepsiCo, Indra Nooyi, subscribes to a triple-bottom-line approach to competitive advantage—considering not only economic, but also social and environmental performance. Based on this, which of the following is a mission of PepsiCo?
A. Including healthy choices in its lineup
B. Performing with a purpose
C. Focusing on only the nonalcoholic beverages line of business
D. Splitting PepsiCo into two standalone companies each focusing on beverages and snack foods respectively

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