

# Terminology exercise

Check that you understand the terminology used in this subtopic by dragging the correct word into each space.

Businesses are increasingly concerned with maximising returns for their \_\_\_\_\_ and increasing the value of their assets (in other words, with their \_\_\_\_\_). They are also concerned with creating value for other stakeholders or those who are affected by the organisation.

Further, businesses should aim to align the long-term interests of \_\_\_\_\_ stakeholders (those directly involved in the organisation) with the interests of \_\_\_\_\_ stakeholders (those outside the organisation). \_\_\_\_\_ have the added challenge of catering to a variety of global stakeholders.

internal   MNCs   external  
capital gains   shareholders

✓ Check

