

**SECTION 4      Questions 31–40**

Complete the notes below.

Write **NO MORE THAN TWO WORDS** for each answer.

**Four business values**

Many business values can result in 31 .....

Senior managers need to understand and deal with the potential 32 ..... that may result.

**Collaboration**

During a training course, the speaker was in a team that had to build a 33 .....

Other teams experienced 34 ..... from trying to collaborate.

The speaker's team won because they reduced collaboration.

Sales of a 35 ..... were poor because of collaboration.

**Industriousness**

Hard work may be a bad use of various company 36 .....

The word 'lazy' in this context refers to people who avoid doing tasks that are 37 .....

**Creativity**

An advertising campaign for a 38 ..... was memorable but failed to boost sales.

Creativity should be used as a response to a particular 39 .....

**Excellence**

According to one study, on average, pioneers had a 40 ..... that was far higher than that of followers.

Companies that always aim at excellence may miss opportunities.