

## Quiz1

Name: \_\_\_\_\_ Date \_\_\_\_\_

Select the right response by circling the letter.

**1. What is Renew Blue?**

- a) The name of the new website of Best-Buy
- b) A new supply system created by Hubert Joly
- c) A strategic plan aiming to turnaround Best Buy
- d) It is the code name for the Geek Squad

**2. When Hubert Joly was appointed as a new CEO of Best Buy the market reaction was:**

- a) Very positive; there was a general enthusiasm because Joly was seen as a successful CEO and a great fit for Best Buy.
- b) Neutral; the market reacted minimally, the stock price remained flat.
- c) Very negative; there were concerns about Joly's qualification for managing a company like Best Buy. The price of the share dropped.
- d) Mildly positive; Joly had a good relationship with Schultz but it was not clear that he was the best person for this position. The price of the share minimally increased.

**3. This was NOT part of the Five-point plan.**

- a) Reinvigorate and rejuvenate the customer's experience.
- b) Attract and grow transformational leaders.
- c) Work with vendors "to innovate and drive value."
- d) Transform Best-Buy into an online retailer like Amazon.

**4. Select the false statement:**

- a) Of all the international subsidiaries, the most successful ones were located in China and in Europe.
- b) Best Buy website was considered as outdated and required improvements.
- c) According to Joly, in 2018, the efforts to save Best Buy from failure were successful. Now the focus is on growth.
- d) Best Buy offers stores within the stores; it has partnerships with major companies such as Samsung.

**5. What is the Geek Squad?**

- a) It is the code name for the managerial team that assumed the control of the company after the departure of Brian Dunn
- b) It is a group of employees of Best Buy that offer customer support services.
- c) It is name given by the press to a group of companies lead by Best Buy in the electronic retail sector.
- d) It was a nickname given to Schultz and other investors who sought to regain Best Buy's control after Dunn was ousted.