

Business Observation Multiple-Choice Worksheet: Movie: *Elf*

Name: _____

Date: _____

Instructions: After watching the movie *Elf*, answer the following multiple-choice questions by selecting the best possible answer. Each question relates to business concepts seen in the film.

1. Customer Service & Relationships

How does Buddy the Elf approach customer service in the department store?

- a) He follows all corporate rules strictly.
 - b) He is dismissive of customers and avoids interaction.
 - c) He engages with customers enthusiastically and personally.
 - d) He focuses on selling expensive items only.
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2. Branding & Marketing

What impact does Buddy's colorful and creative display in the department store have on the store's image?

- a) It confuses customers and drives them away.
 - b) It improves the store's festive and joyful image, attracting more customers.
 - c) It has no impact on the store's image.
 - d) It leads to the store losing its holiday spirit.
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3. Organizational Culture

How would you describe the organizational culture at the North Pole compared to the department store?

- a) The North Pole has a strict, rigid structure, while the store is more flexible.
 - b) The North Pole is playful and creative, while the store is formal and impersonal.
 - c) The North Pole is focused only on profit, while the store is about community.
 - d) Both environments are highly competitive and structured.
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4. Leadership Style

What leadership style does Walter Hobbs demonstrate in the movie?

- a) Democratic and supportive, involving others in decision-making.
 - b) Authoritarian and focused solely on the company's profits.
 - c) Hands-off and allows employees to work independently.
 - d) Inspirational and leads with passion and enthusiasm.
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5. Problem-Solving

When Buddy faces a problem in the "real world," how does he typically solve it?

- a) He avoids the problem and hopes it resolves itself.
 - b) He uses creativity, enthusiasm, and non-traditional solutions.
 - c) He escalates the problem to his manager for resolution.
 - d) He consults with other employees to follow standard procedures.
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6. Corporate Ethics

Which of the following best describes Walter Hobbs' dilemma in the movie regarding his work-life balance?

- a) He must choose between making money or taking a vacation.
 - b) He struggles with making ethical decisions regarding his family and business.
 - c) He must decide whether to expand his business internationally.
 - d) He is faced with a decision about reducing the number of employees at the store.
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7. Marketing Strategies

Buddy's ability to attract people to the department store during the holiday season can be attributed to which of the following?

- a) Traditional advertising and discounts.
 - b) His unique, passionate approach to spreading holiday cheer.
 - c) His focus on exclusive high-end products.
 - d) His use of social media and digital marketing.
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8. Organizational Structure

What is the main difference between the organizational structure at the North Pole and at the department store?

- a) The North Pole is hierarchical, while the department store is more flexible.
 - b) The North Pole is more focused on profit, while the department store prioritizes employee satisfaction.
 - c) The North Pole is more creative and collaborative, while the department store is more formal and task-oriented.
 - d) Both organizations have a rigid and highly structured environment.
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9. Innovation & Creativity

Buddy's "elf-sized" solution to a problem (e.g., the spaghetti breakfast) is an example of:

- a) Traditional business practices.
 - b) A creative and innovative solution to a non-traditional problem.
 - c) A risky business decision that leads to failure.
 - d) An unethical solution to a customer complaint.
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10. Ethical Decision-Making

Walter Hobbs faces an ethical decision when balancing his business priorities with his family. What lesson can businesses learn from this conflict?

- a) Prioritizing profits above all else is key to success.
 - b) Business leaders should always focus on personal gain.
 - c) Balancing work and personal life is important for long-term success and employee morale.
 - d) Companies should never consider their employees' personal lives.
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11. Employee Motivation

What motivates Buddy to perform well at the department store?

- a) His desire to climb the corporate ladder.
- b) His enthusiasm and personal joy in spreading holiday spirit.
- c) The financial rewards and bonuses offered by the store.
- d) The pressure to meet high sales quotas.

12. Collaboration

How does the movie portray the importance of collaboration in business?

- a) Buddy works alone without needing others.
 - b) Collaboration only leads to confusion and failure.
 - c) Buddy's work with others, like Jovie and the store manager, leads to creative success.
 - d) Collaboration is unnecessary in business.
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13. Leadership & Employee Morale

How does Walter Hobbs' leadership style impact employee morale at the department store?

- a) It motivates employees by focusing on individual achievement.
 - b) It demoralizes employees by prioritizing profits over relationships.
 - c) It encourages employees to innovate and think creatively.
 - d) It creates a positive work culture by being supportive and understanding.
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14. Brand Identity

Buddy's personal brand is an example of:

- a) A corporate-focused brand that prioritizes profits over customer engagement.
 - b) A strong, authentic, and joyful personal brand that resonates with others.
 - c) A brand that focuses on exclusivity and high-end products.
 - d) A brand that avoids interaction with customers to maintain professionalism.
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15. Entrepreneurship

Do you think Buddy would make a good entrepreneur? Why?

- a) Yes, because he is creative, enthusiastic, and doesn't follow traditional rules.
 - b) No, because he doesn't understand business basics and prefers to work alone.
 - c) Yes, because he always follows standard business practices.
 - d) No, because he lacks leadership skills and focuses too much on personal pleasure.
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16. Social Responsibility

How does Buddy demonstrate social responsibility in the movie?

- a) By focusing only on his own happiness and career.
 - b) By spreading holiday joy and helping others, even without personal gain.
 - c) By only following corporate policies and focusing on profit.
 - d) By avoiding any interactions that don't directly benefit him.
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17. Marketing & Promotion

Buddy's approach to marketing the store can be described as:

- a) Formal and traditional, using print ads and flyers.
 - b) Unenthusiastic and focused on discounts only.
 - c) Fun, spontaneous, and centered around creating positive emotions.
 - d) Strictly focused on social media and digital strategies.
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18. Workplace Dynamics

What lesson can businesses learn from the way Buddy interacts with his coworkers in the department store?

- a) Businesses should always focus on hierarchy and authority.
 - b) Encouraging openness, enthusiasm, and collaboration can improve workplace dynamics.
 - c) Workers should avoid engaging with each other to prevent conflicts.
 - d) All employees should strictly follow corporate procedures without deviation.
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19. Work-Life Balance

How does Buddy help Walter Hobbs realize the importance of work-life balance?

- a) By encouraging Walter to spend more time focusing on profits.
 - b) By helping Walter realize the importance of family over work commitments.
 - c) By showing Walter how to delegate his work to others.
 - d) By encouraging Walter to quit his job and start a new business.
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20. Final Business Takeaways

What is one key business lesson from *Elf*?

- a) The importance of always prioritizing profits over customer experience.
- b) The value of creativity, enthusiasm, and passion in business success.
- c) That rigid rules and structures are essential for any successful company.
- d) That businesses should only focus on the bottom line and avoid distractions.