Marketing 3350 Sec 004

Group 3 Quiz

Chapter 4

1. What are the four "Key CSR stakeholders"?

a. Marketers, Stakeholders, Leaders, Corporations

b. Corporations, Customers, Employees, Marketers

c. Employees, Customers, Marketplace, Society

d. CEOs, CFOs, Vice President, General Managers

2. What is the most basic responsibility of a firm to its employees?

A)   To ensure a safe working environment free of threats to their physical safety, health, or well-being.

B)    To ensure that they are compensated well thus making the employees happy.

C)    To enforce constant working with minimal break time.

D)   To make every employee work more efficiently.

3. It is possible for a firm to be ethical while being socially irresponsible. (True or False)

A)    True

B)    False

4. \_\_\_\_\_\_\_\_\_\_ is concerned with distinguishing between right and wrong actions and decisions that arise in a business setting, according to broad and well-established moral and ethical principles.

A). Business Ethics

B). Marketing Ethics

C). Conscious Marketing

D). Marketing Analytics

5. The Triple Bottom Line of Corporate Social Responsibility includes all of the following stakeholders’ expectations **EXCEPT**:

A. Social Responsibility

B. Ethical Responsibility

C. Environmental Responsibility

D. Economic Responsibility

6. The mission or vision statement sets the overall \_\_\_\_\_ tone for planning.

a. social

b. ethical

c. environmental

d. all of the above

7. If a firm takes voluntary actions to address the ethical, social, and environmental impacts of its business operations, it is involved in...

A.   SWOT analysis.

B.   unethical business practices.

C.   strategic planning.

D.   corporate social responsibility.

E.   covert operations.

8. Conscious marketing includes all of the following phases EXCEPT:

a) Control Phase

b) Planning Phase

c) Production Phase

d) Implementation Phase

9. When companies embrace conscious marketing, they appeal not only to their shareholders but also to all of their key stakeholders including which of the following EXCEPT:

a. their own employees,

b. their consumers,

c. the marketplace,

d. All of them are including.

10 Which of the following steps is NOT included in the process of the Ethical-Decision Making process?

A. Identify issues

B. Brainstorm and evaluate alternatives

C. Create value for the product

D. Gather information and identify stakeholders

11.As changes emerge in the marketing environment, firms must consider the effect on their current and future customers they have targeted.

A.) True

B.) False

12.Marketing ethics is concerned with ethical situations in the domain of marketing, including:

A.) Societal issues

B.) Global issues

C.) Individual consumer issues

D.) All of the above

13. In a survey conducted concerning unethical behavior in the workplace what percentage of employees were seen participating in high-pressure, misleading, or deceptive sales tactics?

A. more than 75%

B. 45%

C. less than 15%

D. 26%

14. Which of the following is NOT one of the four Conscious Marketing Principles?

a. Consideration of stakeholders and their interdependence

b. Recognition of marketing’s greater purpose

c. The understanding that decisions are ethically based

d. Personal moral behavior by company’s leadership

15 Which of the following is the **Second** step in Ethical decision making?

A) Identify issues

B) Gather information and identify stakeholders

C) Brainstorm and evaluate alternatives

D) Choose a course of action

16. What ethical question should a manager consider during the implementation stage?

A. How should the ethical standards be reflected in the marketing strategy?

B. Who is the primary and secondary market?

C. Will the employees be happy during the implementation?

D. Will the new implementation make the company money?

E. None of the above

17. The car dealership Ron Carter Chevrolet has their employees volunteer with the make a wish foundation as well as donates a portion of each months profits to charity. They are also very clear and honest with their customers concerning any and all issues a vehicle has had as well as their warranty policies. Which of the following describes Ron Carter Chevrolet?

A. Socially Responsible but Unethical

B. Ethical but Socially Irresponsible

C. Both Ethical and Socially Responsible

D. Neither Ethical nor Socially Responsible

18. Which of the following is true of business ethics?

A. It examines ethical situations related to global issues.

B. It examines ethical situations related to consumer issues.

C. It examines ethical rules and principles within a commercial context.

D. It examines ethical situations related to products that may damage the environment.

E. It examines ethical situations related to services that may damage the environment.

19. Which of the following is NOT apart of the triple bottom line?

A. Social

B. Global

C. Economic

D. Environmental

20. With strong leadership, marketers can introduce conscious marketing at the beginning of the \_\_\_\_\_\_\_ process?

A. Control

B. Planning

C. Production

D. Selling

21. A conscious marketing approach implies that the firm’s leaders are dedicated to the proposition of being conscious at one level of the business, throughout its entire culture.

A. True

B. False

22. The use of GMO's is becoming more and more of a controversial topic. What does GMO mean?

A. Government management operations

B. Genetically modified organisms

C. Gross Marginal Opportunity

D. Goods Manufactured Online

23. \_\_\_\_\_\_\_ is a special category that combines considerations of all stakeholders.

A. Sustainability

B. Consciousness

C. Responsibility

D. Differentiation

Answers:

1. C
2. A
3. A
4. A
5. B
6. B
7. D
8. C
9. D
10. C
11. A
12. D
13. B
14. D
15. B
16. A
17. C
18. C
19. B
20. B
21. B
22. B
23. A