**MKT 3350 - 002**

**Chapter 4, Group 3**

1. Marketing Ethics refers to

A. A written document composed of an analysis of the current marketing situation, opportunities, and threats.

B. A board description of firm’s objectives and the scope of activities its plan to undertake.

C. Dilemmas between an employee and boss

D. Moral issues, specifically in the marketing domain

2. Social Responsibility deals with the firm’s impact on which of the following?

A. Stock Prices

B. Society

C. External Demands

D. Internal Departments

3. What is the third step of ethical decision making?

A. Gather information and identify stakeholders

B. Brainstorm and evaluate alternatives

C. Choose a course of action

D. Identify issues

4. Which of these is NOT a step in ethical decision making?

A. Identify stakeholders

B. Recognize issues

C. Evaluate alternatives

D. All of the above

E. None of the above

5. Which of the following is part of the control phase?

A. Managers being evaluated on their actions from a conscious marketing perspective

B. Identifying potential markets

C. Implementing conscious marketing strategies by including them in mission statements

D. Identifying how to deliver the four Ps of marketing to customers

6. What corporation engages in extensive CSR programs across the triple bottom line, yet is criticized for wages paid?

A. Target

B. Walmart

C. HEB

D. Lowes

7. Which of following is NOT a Key CSR Stakeholder for Society?

A. Employees

B. Environment

C. Community

D. Territory

8. In the \_\_\_\_\_\_ phase of the marketing strategy, firms are identifying potential markets and ways to deliver the four Ps to them.

A. Control

B. Implementation

C. Marketing

D. Planning

9. The most basic responsibility of a firm is to \_\_\_\_.

A. Employees

B. The Environment

C. Society

D. Customers

10. During the \_\_\_\_\_ phase of the strategic marketing planning process, managers must be evaluated on their actions from a conscious marketing perspective.

A. Implementation

B. Marketing

C. Control

D. Implementation

11. Arrange the four steps of Ethical Decision Making in the correct order.

A. Identify issues, brainstorm and evaluate alternatives, gather information and identify stakeholders, choose a course of action.

B. Gather information, brainstorm and evaluate alternatives, identify issues, choose a course of action.

C. Identify issues, gather information and identify stakeholders, brainstorm and evaluate alternatives, choose a course of action.

D. Brainstorm and evaluate alternatives, choose a course of action, gather information and identify stakeholders, identify issues.

12. Conscious marketing is an approach to marketing that acknowledges which four key principles:

A. a higher purpose, stakeholders, conscious leadership, and a conscious culture

B. stockholders, conscious leadership, a higher purpose , and a conscious culture

C. a higher power, conscious culture, conscious leadership, and stakeholders

D. a conscious culture, stakeholders, continuous leadership, and a higher purpose

13. \_\_\_\_\_\_\_ is the broad set of people who might be affected by a firm’s actions.

A. stockholders

B. employees

C. stakeholders

D. investors

14. Which is not one of the three types of social media?

1. Social Networking Sites
2. Company-sharing Sites
3. Media-sharing Sites
4. Thought-sharing sites

15. The Connected Effect on the Wheel of Social Media Engagement is…

1. The outcome of social media in which relevant information is spread by firm’s or individuals to other members of its social network.
2. The outcome of social media engagement in which every time a firm or person posts information, it is transferred to the poster’s vast connection across social media
3. An outcome of social media that satisfies humans’ innate need to connect with other people
4. Concerned with the firm being able to engage with the customer at the right place and time

16. What group of people is affected by a companies actions?

A. planners

B. marketers

C. stakeholders

D. environmentalists

17. Which of the following refers to voluntary actions a company takes to address the ethical and social impact of its operations?

A. Corporate Success Responsibility

B. Corporate Ethical Responsibility

C. Corporate Environmental responsibility

D. Corporate Social Responsibility

18. Conscious marketing seeks to align the \_\_\_\_ goals of each employee with the \_\_\_\_, overriding goals of the firm.

1. short-term; long-term
2. long-term; short term
3. long-term; long-term
4. short-term; short-term

19. \_\_\_\_\_\_ ethics, in contrast, examines ethical situations that are specific to the domain of marketing, including societal, global, or individual consumer issues.

A. Global

B. Marketing

C. Life

D. Business

20. \_\_\_\_\_\_ marketing entails a sense of purpose for the firm that is higher than simply making a profit by selling products and services.

A. Relationship

B. Mobile

C. Diversity

D. Conscious

**Answers**

1. D

2. B

3. B

4. D

5. A

6. B

7. D

8. B

9. A

10. C

11. C

12. A

13. C

14. B

15. C

16. C

17. D

18. A

19. B

20. D

Taylor Winchester, Kaitlyn Thompson, Sarah Parks, Cole Collins, Hunter Sanford, Connor Moss, Cheyanne Otts, Yeshu Mainali, Ashlyn Brown, Crisbel Rodriguez.