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20 Questions - MKT 3350, Sec. 3, 10 am

1. What company was recently ranked as the worst-paying company by the National Employment Law Project?
   1. Target
   2. Walmart
   3. Kroger
   4. Academy
2. What is the correct order in the four steps in ethical decision making?
   1. Choose a course of action, Gather information and identify stakeholders, Brainstorm and evaluate alternatives, Identify issues
   2. Identify Issues, Choose a course of action, Brainstorm and evaluate alternatives, Gather information and identity stakeholders
   3. Identify Issues, Gather information and identify stakeholders, Brainstorm and evaluate alternatives, Choose a course of action
   4. Brainstorm and evaluate alternatives, Choose a course of action, Identify Issues, Gather information and identify stakeholders
3. In order to have a strong ethical climate within a marketing firm you must have a strong set of:
4. CEO’s
5. Rules
6. Values
7. Employees
8. Which one of these is NOT one of the key CSR stakeholders?
9. Employees
10. Stockholders
11. Customers
12. Society
13. What are the three types of social media marketers rely on?
14. Social Networking Sites, Media-Sharing Sites, and Thought-Sharing sites
15. Email, Facebook, Twitter
16. Instagram, Reddit, Blogs
17. Social Networking sites, file-sharing sites, Search Engines
18. What is an advantage of a professional blog?
19. Popularity in the workplace
20. Acceptable way to share company gossip
21. Offered free products for top-rated professional bloggers in exchange for good reviews
22. Communicate confidential information to different companies
23. Which of the following is an example of an action taken by a company that prioritizes Corporate Social Responsibility (CSR)?
    1. A $500,000 donation to their local food bank
    2. Ensuring a safe and fair working environment for their employees
    3. Performing business operations that conserve fuel and utilize renewable energy
    4. All of the above
    5. “A” & “B” only
24. Which of the following is NOT true about unethical behavior?
    1. People who act unethically are often unaware of their action’s negative impacts
    2. High-pressure business environments often motivate unethical behavior
    3. There is almost always a simple answer regarding why a person is behaving unethically
    4. Unethical behavior can be prevented by aligning a company’s short-term and long-term goals
    5. A person’s understanding of what is and isn’t ethical depends largely on their upbringing
25. Which group of phases are used to integrate ethics into the marketing strategy?
    1. Planning, Implementation, Control
    2. Planning, Control, Competing,
    3. Business, Marketing, Firm
    4. Goals, Control, Competing
26. Which profession had the lowest percentage of in the “Attitudes about Ethical Standards of Various Professions” diagram?
    1. Nurses
    2. Lobbyists
    3. Advertising Practioners
    4. Business Executives
27. A firm deciding what level of commitment to its ethical policies and standards it is willing to declare publicly is part of which phase of the strategic marketing planning process?
    1. Control Phase
    2. Planning Phase
    3. Implementation Phase
    4. Organization Phase
28. When several people died from cyanide poisoning in Tylenol, how was Tylenol able to remain true to their credo?
    1. By ignoring the problem and continuing to sell the product to make profit.
    2. By withdrawing Tylenol from only some store locations.
    3. By figuring out first whether the poison got into the products during production or on the shelf.
    4. By immediately and voluntarily recalling all Tylenol from the market until the product was safe.
29. Which of the following is an example of corporate social responsibility?
    1. Lessing its environmental impact
    2. Implementing a new marketing strategy to appeal to more consumers
    3. Holding a banquet for its distinguished employees
    4. Doing new renovations
30. According to the American Marketing Association, which is NOT a basic ethical value marketers should have?
    1. Honesty
    2. Openness
    3. Citizenship
    4. Resourcefulness
31. To align personal and corporate goals, firms need to have a strong
    1. ethical climate
    2. sense of reality
    3. understanding of the situation
    4. willingness to learn
32. The corporate social responsibility generally entails voluntary actions taken by a company to address ethical, environmental, and \_\_\_\_\_\_\_\_\_\_ impacts of its business operations and the concerns of its stakeholders.
    1. Economical
    2. Personal
    3. social
    4. political
33. Including ethics in a company’s mission or vision statement is done during which phase?
    1. Planning Phase
    2. Implementation phase
    3. Control phase
    4. All of the above
34. What are the voluntary actions taken by a company to address the ethical, social, and environmental impacts of its business operations?
35. Business ethics
36. Marketing ethics
37. Corporate social responsibility
38. Ethical climate
39. What is the most basic corporate social responsibility in regards to employees?
    1. A safe working environment
    2. Pay for performance
    3. Employee job satisfaction
    4. all of the above
40. Upton Sinclair's book The Jungle prompted President Theodore Roosevelt and Congress to do what?
    1. make car dealerships disclose full information on used cars
    2. make hospitals accountable for every walk-in patient
    3. make meat companies responsible for safety of their products
    4. none of the above are correct

Answer Key:

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