MKT 3350 – 002

Quiz Chapter 4

1. What is the difference between business ethics and marketing ethics?
   1. Business ethics are regarded as being more important
   2. Marketing ethics only examines ethical problems specific to marketing
   3. Companies focus on business ethics more
   4. There is no difference
2. Who developed the generally accepted code of ethics in marketing?
   1. American Marketing Association
   2. Marketing Ethics Association
   3. Marketing Ethics Committee
   4. Commercial Ethics Association
3. Which of the follow is **not** part of the ethical decision-making framework?
   1. Identify issues
   2. Choose a course of action
   3. Make a quick decision in the moment
   4. Gather information and identify shareholders
4. In what way are businesses providing corporate social responsibility to employees?
   1. Ensuring safe working environment
   2. Providing minimum wage for all employees
   3. Providing outreach programs for employees’ families
   4. Both A and C
   5. All of the above
5. \_\_\_\_\_\_\_\_\_\_\_ is a representation, omission, act, or practice in an advertisement that is likely to mislead consumers acting reasonably under the circumstances.
   1. Effective advertising
   2. Deceptive advertising
   3. Ethical advertising
   4. Beneficial advertising
6. FedEx’s *Special Delivery* program was created in order to donate the company’s services to help various charitable organizations collect and then deliver goods to those who are in need. This charitable donation shows FedEx is actively practicing what form of initiative?
   1. Corporate Social Responsibility
   2. Marketing Ethics
   3. Corporate Ethic Responsibility
   4. Business Ethics
7. During the control phase of the strategic marketing planning process, managers must be evaluated on their actions from a(n) \_\_\_\_\_\_\_\_\_\_\_ perspective.
   1. Efficient
   2. Ethical
   3. Cost-Benefit
   4. Lucrative
8. Which of the following are a part of the strategic marketing planning process?
   1. Control phase
   2. Planning phase
   3. Implementation phase
   4. All of the above
9. What is the second step in the framework for ethical decision making?
   1. Choose a course of action
   2. Identify issues
   3. Gather information and identify stakeholders
   4. Brainstorm and evaluate alternatives
10. \_\_\_\_\_\_\_\_\_ generally entails voluntary actions taken by a company to address the ethical, social, and environmental impacts of its business operations and the concerns of its stakeholders.
    1. Global Social Responsibility
    2. Ethical Codes
    3. Corporate Ethics
    4. Corporate Social Responsibility
11. Applying sound ethical principles in marketing solutions…
    1. Is a realistic goal only for small companies
    2. Is not an important issue
    3. Is impossible for most companies
    4. Must be a continuous and dynamic process
12. When firms are applying an ethical framework for making decisions in a questionable situation, the first step is to…
    1. Take evasive action
    2. Identify issues
    3. Gather information and identify stakeholders
    4. Brainstorm alternatives
13. Johnson & Johnson’s company credo, a one-page document outlining the firm’s commitments and responsibilities to its various stakeholders, is an example how the firm is creating a(n) \_\_\_\_\_\_\_\_\_\_\_\_ in order to create set values to guide the company’s decision making and behavior.
    1. Business environment
    2. Ethical climate
    3. Marketing climate
    4. Relaxed environment
14. A marketing firm is investigating the misuse of data collected from consumers. The firm has already collected relevant data pertaining to the ethical issue. What is the next step the firm should take if they are following the framework for ethical decision making?
    1. Brainstorm alternative solutions
    2. Identify the issues at hand
    3. Choose a course of action
    4. Gather more information
15. Using the framework for ethical decision making helps avoid what?
    1. Creating an ethical environment
    2. Losing profits
    3. Making sound business decisions
    4. Serious ethical lapses
16. In a recent poll from *Time magazine*, 38 percent of U.S. consumers actively tried to purchase from companies they considered responsible. According to the magazine, this showed a rise of what type of consumer?
    1. Logical consumer
    2. Ethical consumer
    3. Practical consumer
    4. Happy consumer
17. Marketers can introduce ethics at the beginning of the planning process simply by?
    1. Including ethical statements in the firm’s mission or vision statement
    2. Including ethical statements in the firm’s bylaws
    3. Including ethical statements at the beginning of the meeting
    4. None of the above
18. Who is praised for having one of the best CSP programs in the world?
    1. Dairy Queen
    2. Walt Disney
    3. Target
    4. Hilton
19. During the \_\_\_\_\_\_\_ stage, ethical mission statements can take on another role as a means to guide a firm’s SWOT analysis.
    1. Implementation
    2. Control
    3. Planning
    4. Advertising
20. Who are the key CSR stakeholders?
    1. Employees
    2. Customers
    3. Society
    4. Marketplace
    5. All of the above

**Answer Key**

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