**Marketing 3350**

Chapter 2 Quiz Questions

Global, Ethical, and Sustainable Marketing

1. The \_\_\_\_\_\_ approach is the ethical philosophy that asks the question, “Which option will produce the most good and do the least harm?”

**A. Utilitarian**

B. Fairness

C. Rights

D. Virtue

2. The \_\_\_\_\_\_ approach is the ethical philosophy that entails making the decision that contributes to the good of all in the community.

A. Fairness

B. Justice

**C. Common good**

D. Virtue

3. \_\_\_\_\_\_\_\_\_\_\_ suggests that what is ethical in one culture is not necessarily the same as in another culture.

A. Ethical Inconsistency Theory

B. Ethical dissonance

**C. Ethical relativism**

D. Culture-based ethics

4. A firm’s \_\_\_\_\_\_\_\_\_\_ are the written standards of behavior to which everyone in the organization must subscribe.

A. Ethical contracts

B. **Code of ethics**

C. Moral codes

D. Ethical norms

5. Which is not an Economic Community?

1. Central American Common Market
2. European Union
3. **United Nations**
4. North American Free Trade Agreement

6. What is a BOP (bottom of the pyramid) customer?

1. A person who is on less than $1
2. **A person who is on less than $2**
3. A person who is on less than $2.50
4. A person who is on less than $3

7. What is a Monopoly?

1. **A single seller controls a market**
2. Small number of sellers controls a market
3. Many sellers compete in a big market

8. What is the primary purpose of the International Monetary Fund (IMF)?

A. to stop world hunger

B. to serve as the lending institution to the world

**C. to ensure the stability of the international monetary exchange**

D. to limit global trade

9. There are three tools governments use to protect trade: Quotas, embargoes, and \_\_\_\_\_\_.

A. treaties

B. dues

C. bribes

**D. tariffs**

10. What is the most commonly used measure of economic health for a country?

**A. Gross Domestic Product**

B. demographics

C. the amount of people arriving

D. child mortality rates

11. Which one of the following is **not** a member country of NAFTA?

* 1. Canada
  2. **Brazil**
  3. Mexico
  4. United States

12. What is the most commonly used measure of economic health for a country?

* 1. **Gross Domestic Product**
  2. Inflation Rate
  3. Unemployment Rate
  4. Population below poverty level

13. Which one of the following is a member country of BRICS?

**A. Russia**

B. United States

C. Spain

D. Bulgaria

14. Which one of the following is **not** a part of the business cycle?

A. Prosperity

B. Recession

**C. Growth**

D. Recovery

15. Which one is not an economic community?

1. Central American Common Market
2. European Union
3. **United Nations**
4. North American Free Trade Agreement

16. What happens to consumers buying habits during times of prosperity?

1. **Consumers buy more goods or services**
2. Consumers buy less goods and services
3. Consumers don’t change their habits

17. John lives in a country that exchanges goods with other items instead of cash. What type of trade is his country performing?

1. World Trade
2. Protectionism
3. **Countertrade**
4. General Agreement on Tariffs and Trade (GATT)

18. Thailand has recently shifted their economy from agriculture to industry and have experienced an increase in standards of living, education, and technology. Thailand is an example of what?

1. Least developed country (LDC)
2. **A developing country**
3. BRICS Country
4. A developed country

19. Jim believes that his pair of New Balance shoes, which are made in the United States, are far superior than other brands that are made outside the country. What is Jim expressing?

1. **Consumer ethnocentrism**
2. Cultural Values
3. Nationalization
4. Expropriation

20. Which international lending organization focuses on reducing poverty and refining the lives of people by improving economies and promoting sustainable development?

1. International Monetary Fund (IMF)
2. **World Bank**
3. World Trade Organization (WTO)
4. European Union (EU)