MKT 3350-001

Quiz Chapter 4

Jackson Wise

1. The principles of Conscious marketing include all the following EXCEPT \*\*\*\*
2. Recognition of marketing’s greater purpose
3. **Implementation of marketing process**
4. Consideration of stakeholders
5. Conscious leadership
6. Understanding that decisions are based off profit
7. Which of the following is NOT a part of Ethical decision making \*\*\*\*
8. Identify issues
9. Brainstorm and evaluate alternatives
10. Gather information and Identify all stakeholders
11. Choose course of action
12. **Choose a plan that will make the most profit**

Christian Grimaldo

1. What was one of the ethical challenges that Patagonia faced? \*\*\*\*
2. **Animal Welfare**
3. Working conditions
4. Pollution
5. Racial Discrimination

Answer on Page: 122

1. Which one of these is NOT a Key Corporate social Responsibility (CSR) Stakeholder? \*\*\*\*
2. Society
3. **Government**
4. Employees
5. Customers
6. Marketplace

Answer on Page: 119

Will Gothard

1. Stakeholders are classified as:\*\*\*\*
   1. Only people who own shares in a company
   2. Everyone in the market
   3. **People who might be affected by a firm’s actions**
   4. Only corporate shareholders

Answer on Page: 115

1. Which of the following is NOT one of the three phases of the strategic marketing planning process?\*\*\*
   1. Planning
   2. Implementation
   3. **Operating**
   4. Control

Answer on Page: 124

Johana Carrillo

1. What was one way the Elbi-David Yurman Partnership connected with millennials?\*\*\*
2. Lowered prices because of millennials lack in discretionary income
3. Used the same well known model from Yurman’s campaigns
4. Donated money to seven specific causes associated with education charities
5. **For every transaction Yurman donated a $1**
6. Which is NOT included in business ethics?\*\*\*
7. Well established moral and ethical principles
8. Concerns distinguishing right from wrong
9. **Concerned with societal issues ( i.e product that damages the environment)**
10. Special duties for someone engaged in commerce

Hunter Britton

1. Which companies have been known for privacy leaks?\*\*
   1. Google
   2. Facebook
   3. Amazon
   4. **All of the above**
2. Someone who owns a stake in the company is called a \_\_\_\_, whereas someone that owns stock in a company is called a \_\_\_\_\_. \*\*
   1. Stakeholder, Bondholder
   2. Stockholder, Bondholder
   3. Stockholder, Stakeholder
   4. **Stakeholder, Stockholder**

Kyle Crane

1. What is the first step in the Framework for Ethical Decision Making?\*\*
2. **Identify Issues**
3. Gather Information and identify stakeholders
4. Brainstorm and evaluate alternatives
5. Choose a course of action

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ entails a sense of purpose for the firm that is higher that

simply making a profit by selling products and services\*\*

* 1. Mission Statement
  2. Marketing Ethics
  3. **Conscious Marketing**
  4. Strategic Marketing

Bianca Ramos

1. What is the order of Ethical Decision-Making Framework?\*
2. Identify issues, Choose a course of action, Gather information and identify stakeholders, Brainstorm and evaluate alternatives.
3. **Identify issues, Gather information and identify stakeholders, Brainstorm and evaluate alternatives, Choose a course of action.**
4. Identify issues, Gather information and identify stakeholders,Choose a course of action, Brainstorm and evaluate alternatives.
5. Choose a course of action, Identify issues, Brainstorm and evaluate alternatives, Gather information and identify stakeholders.

Answer on Page 130

1. During the Control Phase, the systems used must also react to?\*
2. Sales
3. **Change**
4. Environment
5. Customers

Answer on Page 127

Andrew Hemphill

1. The leaders of a company use conscious marketing to understand which levels of the business?\*\*
   1. One
   2. Several
   3. **All**
   4. None
2. Employees should use \_\_\_\_\_\_\_\_\_\_\_\_ when they are confronted with ethical decisions in the workplace. This helps them distinguish between right and wrong in a business setting.\*\*
   1. Marketing ethics
   2. Firm business
   3. Conscious domain
   4. **Business ethics**

Koby Ramirez

1. Which of these is a crucial component of conscious marketing?\*
   1. Marketing mix
   2. Operating
   3. **Ethics**
   4. production
2. To appease as many stakeholders as possible marketers must\*
   1. Only care about profits
   2. **Give up their exclusive focus on profits**
   3. Do whatever they are told
   4. Not care about the environment

Paige Stamm

1. The mission or vision statement is a part of which conscious marking phase? \*
   1. Implementation phase
   2. Control Phase
   3. **Planning Phase**
   4. Processing Phase
2. \_\_\_\_\_\_\_\_\_\_\_ is the behavioral science approach that relies on scientific research\*for developing theories about human behavior that can be.
   1. **Conscious Marketing**
   2. Digital Marketing
   3. Business-to-Business Marketing
   4. Global Marketing