

1.) The triple bottom line may include all of the following types of performances EXCEPT _____.

- A. Economic
- B. Political**
- C. Environmental
- D. Social

2.) All of these are aspects of ecomagination Except ____.

- A. To double investments in clean research and development.
- B. Reduce greenhouse gas emissions.
- C. Inform the public about these issues.
- D. Create industry leading ways in conserving energy.**

3.) CSR stakeholders include all of the following except?

- A. Customers
- B. Employees
- C. Government**
- D. Society

4.) Selling products that are detrimental to the environment is an example of what issue?

- A. Marketing issues but not ethical issues.
- B. Marketing ethical issues.**
- C. Ethical issues but not marketing issues
- D. There is no issue with that

5.) All of the following are part of the four

overriding principles of conscious marketing EXCEPT ____.

- A. Recognition of marketing's greater purpose
- B. Consideration of stakeholders and their interdependence
- C. Government regulation of marketing strategies**
- D. The understanding that decisions are ethically based

6.) A firm that fails to act responsibly and causes damage to preceding stakeholders and itself is affecting _____?

- A. Society**
- B. Marketplace
- C. Customers
- D. Employees

- 7.) The four steps in ethical decision making include all EXCEPT ____.
- A. Identify issues
 - B. Choose a course of action
 - C. Brainstorm and evaluate alternatives
 - D. Evaluate pros and cons of each option**
- 8.) Which phase includes statements in the firm's mission or vision?
- A. Implementation
 - B. Planning**
 - C. Control
 - D. Identifying the issues
- 9.) The group of consumers born between 1979 and 1994?
- A. Generation X
 - B. Generation Y**
 - C. Baby Boomers
 - D. Millennials
- 10.) All of the following are effects that drive social media EXCEPT ____.
- A. Information
 - B. Timeliness
 - C. Personalization**
 - D. Dynamic
- 11.) The Framework for digital marketing aims to do all of the following EXCEPT ____.
- A. Reduce negative feedback**
 - B. Excite the customer
 - C. Educate the customer
 - D. Help Customers experience a product.
- 12.) What is step 2 of the Framework for Ethical Decision Making?
- A. Identify issues
 - B. Choosing a plan of action
 - C. Gathering information**
 - D. Performing a SWOT analysis
- 13.) Upper management must commit to ___ and ethical climate; personnel must be dedicated to those ethical ___?
- A. downplaying; concepts
 - B. establishing; values**
 - C. sustaining; disputes
 - D. squelching; protocol

14.) Which operation gives a business a sense of purpose that exceeds making a profit?

- A. Customer Care
- B. Unconscious marketing
- C. Corporate Social Responsibility
- D. Conscious marketing**

15) As the marketing environment continues to change, what must firms consider?

- A. The effects on customers**
- B. Conscious marketing
- C. Employee satisfaction
- D. Possible environmental problems

16) What program is used to address issues such as global warming, water scarcity, and energy?

- A. Environmental care
- B. Ecomagination**
- C. State Energy Program
- D. U.S Environmental Protection Agency

17) Firms can introduce ethics at the beginning of the planning process by _____

- A. Asking whether it should be advertising a certain product in a certain manner
- B. Including ethical statements in the firm's vision statement**
- C. Evaluating actions that might have been ethically questionable
- D. Questioning if a certain market should be targeted with a certain product

18) The most basic form of corporate social responsibility to employees is to _____

- A. Pay them more than competitors do
- B. Provide a safe working environment**
- C. Offer them flextime arrangements
- D. Offer support for advanced education

19) Ethical issues arise continually as _____ emerge.

- A. New environments
- B. Transparency laws
- C. New controls on systems
- D. New Markets**

20) True or False: If firms implement programs that are socially responsible, their employees are NOT required to act in an ethically responsible way.

- A. True
- B. False**