Thomas Miller, Trevor Johnson,

Travis Hall, Ali O’Connell

**Chapter 4 Questions**

1. Which of these is not part of the triple bottom line?
   1. Economic
   2. **Political**
   3. Social
   4. environmental

2. Choosing to not promote a dangerous product falls under what domain area of ethics?

1. Business
2. Supply Chain
3. **Marketing**
4. Advertising

3. The intention to mislead or misinform is \_\_\_\_\_\_\_\_\_\_ advertising

1. Effective
2. Third-party
3. Relative
4. **Deceptive**

4. Ethical \_\_\_\_\_\_\_\_ is also known as a “credo”

1. **Climate**
2. Setting
3. Culture
4. Goals

5. Marketers who keep in mind the stakeholders are known as what?

1. Aware
2. Present
3. **Conscious**
4. Scope-driven

6. A program that is undertaken by a company to achieve the triple bottom line is known as what?

1. Customer Service Representation
2. Client Support Relay
3. Current Social Realm
4. **Corporate Social Responsibility**

7.In the ethical decision-making matrix, what step is most closely related to the phrase: “I wonder if I would want to see this in my local paper”?

1. Sustainability
2. Transparency
3. Admired Observer
4. **Publicity**

8. What type of marketing entails a sense of purpose for the firm other than simply making a profit?

1. **Conscious marketing**
2. publicity marketing
3. Direct marketing
4. Indirect marketing

9. Which of these is **not** one of the four principles that conscious marketing encompasses?

1. Recognition of marketings greater purpose
2. Consideration of stakeholders
3. **Making the highest profit margin possible**
4. Understanding that decisions are ethically based

10. With respect to Corporate Social Responsibility (CSR), firms agree that they have responsibilities to \_\_\_\_\_\_\_ along with economic and legal duties.

1. Other firms
2. **Society**
3. Superiors
4. Employees

11.Which of the following is a firm that can not be a conscious marketing organization?

1. **Firms producing products or services that many stakeholders view as harmful or damaging to society and the environment**
2. Firms that are both ethical and socially responsible
3. Firms that views all stakeholders
4. Firms that have a greater purpose

12. Which of the following are not key stakeholders in conscious marketing?

1. Employees
2. Marketplace
3. Customers
4. **Government**

13. A firm can simultaneously be seen as ethical in practice but socially irresponsible and still be engaged in \_\_\_\_?

a. Conscious Marketing

b. Conscious leadership

c. **Corporate Social Responsibility**

d. Creating a better purpose

14. What is the first step in ethical decision making?

1. Gather information and identify stakeholders
2. Brainstorm and evaluate alternatives
3. **Identify issues**
4. Choose a course of action

15. When firms are identifying potential markets and ways to deliver the four Ps to them they are in what phase of the strategic marketing planning process?

1. Planning phase
2. **Implementation phase**
3. Control phase
4. Dispersion phase

16. What are managers trying to do during the control phase of the strategic marketing planning process?

1. Identify potential markets
2. **Be evaluated on their actions from a conscious marketing perspective**
3. Composing mission statements
4. Consulting other firms about environmental impacts

17. The most basic responsibilities of firms are most often to whom?

1. **Employees**
2. Environment
3. Society
4. Other firms

18. Conscious marketing programs must take \_\_\_\_\_\_\_\_\_\_\_ into account and react to them quickly.

1. Environmental impacts
2. Profits
3. Losses
4. **Shifts and trends**

19. Using the ethical decision making framework, a firm should \_\_\_ after information has been collected and all stakeholders have been recognized.

1. Identify ethical problems within the firm
2. Continue to the planning phase
3. Continue to the control phase
4. **Evaluate solutions and alternatives**

20. What is the final step of making an ethical decision?

1. Find the ethical issues
2. Recognize stakeholders
3. **Determine the course of action**
4. Find solutions to the ethical issues