**Question 1**

Instead of having to choose between making a profit or doing good for society, companies can combine \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_ to do both while building a solid corporate reputation.

A) ethics; publicity

B) cause marketing; exceptional products

C) corporate social responsibility; senior management authority

D) ethics; corporate social responsibility

E) cause marketing; corporate philanthropy

**Question 2**

It is critical for marketers to provide leadership in applying ethics and ethical principles because:

A) senior management has little time or inclination to focus on business or marketing ethics.

B) marketers are seen as basically ethical as opposed to salespeople, who cannot be relied upon to act ethically.

C) the profession has been singled out for past abuses by a minority of marketers, and the profession as a whole has a responsibility to raise its profile.

D) All of these

E) None of these

**Question 3**

The Johnson & Johnson Credo, developed by Robert Wood Johnson, is often cited as an important document because:

A) Johnson was a leading philosopher of ethics who bridged the gap between academic philosophy and the world of business.

B) it was drafted as a response to the Tylenol recall, and it demonstrated how effectively business could respond to external stimuli and situations.

C) it places the focus clearly on shareholders who have the greatest stake in the success of the firm.

D) it guided company executives in a difficult decision-making time with very specific advice.

E) it became the standard and model for all pharmaceutical companies who have improved on the timeliness of response.

**Question 4**

Marketers have been identified with many different types of unethical behavior. Which of the following types of unethical behavior is LEAST likely to be observed in marketing environments?

A) High pressure sales techniques.

B) Deceptive sales tactics.

C) Misrepresentation of company data.

D) Misleading advertising.

E) Kickbacks to corporate buyers from supply chain vendors.

.

**Question 5**

Which of these is one of the "ethical norms" in the AMA's code of ethics?

A) The survival of the firm is essential; if it fails many are without jobs and products.

B) Marketers must do no harm.

C) With constant attention to the dynamic marketplace, marketers must also be prepared to make changes in ethical standards to keep pace.

D) Marketers must respect the human dignity and human rights of all stakeholders.

E) Ethics are essential for any profession, but professionalism cannot take priority over the needs of the firm.

**Question 6**

Firms with \_\_\_\_\_\_\_\_\_\_\_\_\_\_ tend to be more socially responsible.

A) a wide product line and global presence

B) longevity of at least 50 years

C) strong ethical climates

D) diverse senior management

E) strong profits

**Question 7**

The Ethical Decision-Making Framework includes all of the following steps, EXCEPT:

1. identify issues.
2. choose a course of action.

C) gather information and identify stakeholders.

D) brainstorm and evaluate alternatives.

E) consult appropriate regulatory officials.

**Question 8**

What do the Ethical Decision-Making Metrics I and II (Exhibits 3.6 and 3.8) offer the marketer?

A) A complete checklist of ethical issues when taken together.

B) A range of choices, although the marketer can only chose one or the other.

C) Protection from accusations of unethical behavior.

D) Measurements of possible consequences.

E) A framework for looking at multiple dimensions of an issue at a time when the decision maker may be under stress.

**Question 9**

When a major ethical issue arises, which of the following stakeholders are likely to be affected?

A) Investors

B) Customers

C) Senior management

D) Community

E) All of these

**Question 10**

When developing a marketing strategy, ethics should:

A) be considered, but only after other basic parameters have been set.

B) be balanced against the higher-priority demands for profits and returns to shareholders.

C) be considered early in the planning phase to avoid having to ask questions throughout the process.

D) be considered throughout the process, using different questions at different stages.

E) be handled by outsiders or consultants, since the marketers will likely be too involved with the details to be objective.

**Question 11**

Scenarios are an excellent way to develop ethical decision making because:

A) stories can be used to protect innocent people by changing names and identifiers.

B) stories are simple and direct, which makes the key points of scenarios easier to grasp.

C) scenarios are developed by professionals, which makes them more effective.

D) there are usually no single correct answers, and the scenario approach offers different kinds of answers.

E) scenarios don't require students to apply principles or metrics.

**Question 12**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refer(s) to the actions of a firm to address a wide range of social, environmental and ethical interactions with its community. Though somewhat controversial, these actions are significant in that the company undertakes them voluntarily, and the firm realizes that these actions can be profitable, too.

A) Public relations and publicity

B) Corporate activism

C) Corporate social responsibility

D) A code of ethics

E) Corporate culture

**Question 13**

The consumer, the company and causes are considered CSR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, while employee and financial well-being and awareness and support of issues are considered CSR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A) inputs; outputs

B) liabilities; assets

C) causes; effects

D) reasons; results

E) values; actions