

Name

Class

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Lesson 2 - Being Ethical and Socially Responsible

1. You are the executive vice president for Cooper Tire. You have the responsibility to locate land for a new distribution centre in Regina, where you personally happen to own over 1000 acres of land. This could create which of the following situations?

- a. the usual decision-making problems of cost versus benefit to Cooper Tire
- b. a wonderful, ethical opportunity to make a lot of money
- c. an ethical opportunity to move the distribution centre to your hometown
- d. a conflict of interest

ANSWER:

d

2. Your company's monthly courier bill shows a fuel surcharge of \$12. You have never seen this on your bill before, so you call the courier company to get more information. The customer service representative assures you that this is a one-time charge due to higher gas prices. When you receive the next courier bill, it shows another \$12 surcharge for fuel. In this instance, what is your courier company NOT doing?

- a. acting in your best interest
- b. competing fairly and honestly
- c. being transparent
- d. being socially responsible

ANSWER:

b

3. A local city councillor is under fire for utilizing an out-of-town florist owned by her daughter to purchase flower arrangements for the city. This was likely seen as which of the following?

- a. a conflict of interest
- b. not competing fairly and honestly
- c. lack of transparency
- d. not being socially responsible

ANSWER:

a

4. In 2000, American energy, commodities, and services company Enron repeatedly told investors to buy additional Enron stock or hold onto their existing shares. During this time, company executives were aware of hidden losses that were not known by the public and sold their shares of the company. Which of the following best describes Enron's actions during this time?

- a. Enron had a conflict of interest in that it gave investors information to help them earn more money.
- b. Enron lacked transparency in that it did not provide accurate financial information to customers and investors.
- c. Enron did not act in a socially responsible way.
- d. Enron competed fairly and honestly because it did not break any laws or regulations.

ANSWER:

b

5. Reader's Digest National Sweepstakes has a policy that no employees or their family members are eligible to win the big sweepstakes. Why was this policy likely implemented?

- a. to shrink the pool of possible winners, which increases each individual's odds of winning
- b. to prevent employees from accepting gifts or bribes from other employees
- c. to avoid an apparent conflict of interest
- d. to satisfy the families of Reader's Digest employees

ANSWER:

c

6. Which of the following best describes business ethics?

- a. laws and regulations that govern business
- b. the application of moral standards to business situations

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- c. a good theory but rarely practised
- d. well-defined rules for appropriate business behaviour

ANSWER: b

7. What is the term for the study of the morality of choices made by people?

- a. ethics
- b. freedom of choice
- c. moral aptitude
- d. standard of behaviour

ANSWER: a

8. Which of the following do customers expect from a firm's products?

- a. to boost sales
- b. to be profitable
- c. to be indestructible
- d. to be safe, reliable, and reasonably priced

ANSWER: d

9. As a salesperson for his company, Anthony first follows all laws and regulations. But beyond that, he refrains from knowingly deceiving or misrepresenting others. This is an example of which of the three primary components of business ethics?

- a. competing fairly and honestly
- b. avoiding conflicts of interest
- c. free flow of information
- d. being transparent

ANSWER: a

10. If a clothing manufacturer intentionally hid the fact that it uses hazardous chemicals in the production process, it would be violating which of the three primary components of business ethics?

- a. being transparent
- b. avoiding conflicts of interest
- c. insider trading
- d. sustainability

ANSWER: a

11. Which of the following violates the ethical principle of avoiding conflicts of interest?

- a. Taking unfair advantage of a supplier in order to maximize profits.
- b. Misrepresenting a competitor's product in order to win a new client.
- c. Choosing a supplier because you are a shareholder in the supplier's company and stand to gain personally from the decision.
- d. Hiding financial losses from investors in order to protect the price of the company's stock.

ANSWER: c

12. Ava just received the results of her company's social audit. Although the company received high marks in most areas, the audit revealed that one of the company's overseas suppliers may be using child labour during peak production season. Revealing this information would be a public relations nightmare for the company, and could cause the loss of key customers. What is the key ethical concern Ava is faced with in this situation?

- a. conflict of interest
- b. competing fairly and honestly
- c. investor relations
- d. being transparent

ANSWER: d

13. What are the three primary components of business ethics?

- a. avoiding conflict of interest, competing fairly and honestly, and being transparent

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- b. avoiding conflict of interest, avoiding bribes, and being transparent
- c. competing fairly and honestly, being transparent, and social auditing
- d. competing fairly and honestly, investor relations, and being transparent

ANSWER:

a

14. Ivan is applying for a mortgage to purchase his first home. His credit rating is poor due to several late payments on his credit cards and car loan. He is upset because his friend Jerry—who has excellent credit—was approved for a loan, whereas Ivan was rejected. Which of the following best describes the mortgage company's actions?

- a. unethical—both Ivan and Jerry should have received credit regardless of their credit histories
- b. ethical—because credit history is an important factor in credit decisions
- c. illegal—all consumers are entitled by law to credit approval
- d. unethical—if Jerry is employed and Ivan is not

ANSWER:

b

15. Perlita works in a highly competitive financial services firm. Salespeople who meet their goals are given large bonuses, but those who don't are often reprimanded. The actions of the sales force are often unsupervised as well. In this situation, what factors related to ethical decision making will most likely influence the actions of salespeople in the firm?

- a. opportunity factors
- b. social factors
- c. transparency factors
- d. individual factors

ANSWER:

a

16. If your manager reveals your salary to co-workers, how would their actions be described in terms of legality and ethics?

- a. legal and ethical
- b. neither legal or nor ethical
- c. ethical, but not legal
- d. legal, but not ethical

ANSWER:

d

17. As the manager of a highly competitive sales firm, you like to provide excellent compensation for the top-performing sales reps. In addition, you provide in-depth training to all new reps and closely supervise their activities. Which of the following describes the legality and ethics of your actions?

- a. legal and ethical
- b. legal and unethical
- c. illegal and ethical
- d. illegal and unethical

ANSWER:

a

18. You manufacture a diet supplement that has been declared illegal in Europe, Canada, and the United States because it has been deemed unsafe. You receive interest from a retailer in Australia that would like to purchase \$1 million of the product to sell in its stores. From what its people have heard, it's a great product and works well. They are not aware of the legal status of this product in other countries, and there is no prohibition against this product in Australia. Based on this information, what are the legality and ethics of selling to this retailer?

- a. legal and ethical
- b. legal and unethical
- c. illegal and ethical
- d. illegal and unethical

ANSWER:

b

19. As a new nurse, you care about patients and their families more than anything else. Health privacy laws prohibit the sharing of health information without consent. However, the employer of one of your surgery patients needs to

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immediately confirm the timeline for recovery of that patient. Without this information, the patient could be fired from their job. You know this news would distress the patient and their family, so you try to help them by directly assuring the employer that the patient will be back to work in two weeks. As a result, the patient's job remains secure. What are the legality and ethics of your actions as a nurse in this scenario?

- a. legal and ethical
- b. legal and unethical
- c. illegal and ethical
- d. illegal and unethical

ANSWER: d

20. You have been asked to manage operations of your company's factory overseas. While you are there, you find that most workers in the factory are making about \$5 per day, which is not even close to a livable wage in this country. You check with the local officials and find the country has no minimum wage laws, so you decide to leave the pay rate unchanged. What are the legality and ethics of your actions as a manager in this scenario?

- a. legal and ethical
- b. legal and unethical
- c. illegal and ethical
- d. illegal and unethical

ANSWER: b

21. You are a general manager for a video game company. Your newest game has several levels, each one increasingly more violent. Because the agency that rates video games tested only the first level, it rated the game as appropriate for younger audiences. Your company is happy about this because stricter ratings can hurt sales. You decide to give the ratings agency access to the more violent levels, leading them to re-rate the game for mature audiences only. Company executives are furious about the potential damage to sales, and threaten to fire you. What are the legality and ethics of your actions as a manager in this scenario?

- a. legal and ethical
- b. legal and unethical
- c. illegal and ethical
- d. illegal and unethical

ANSWER: a

22. Which of the following factors affecting ethical behaviour includes one's moral values and central attitudes?

- a. individual
- b. social
- c. opportunity
- d. moral

ANSWER: a

23. At Ledbetter Industries employees are allowed one-hour lunches, but it has become common that most employees stroll back in 15 minutes late every day. Which of the following is the factor affecting the ethical behaviour of Ledbetter's employees?

- a. individual
- b. moral
- c. opportunity
- d. code of ethics

ANSWER: c

24. Your company has several open positions. Human Resources chooses not to advertise for the positions and instead fills them internally or through word of mouth. Which of the following describes the way your company is acting?

- a. legally, but not ethically
- b. ethically, but not legally
- c. neither legally or ethically
- d. legally and ethically

ANSWER: a

25. Safeway, a western Canadian grocery store chain, has signs saying that tips are not accepted, and employees are all informed of this policy. However, many of the baggers commonly accept tips from customers anyway, and they often

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compare to see who makes the most. Which of the following is the factor affecting the ethical behaviour of Safeway's employees?

- a. individual
- b. internal code
- c. demographic
- d. social

ANSWER: d

26. Arnold, a 90-year-old, was arrested after violating a city bylaw that restricted charities from feeding the homeless in public. Despite his arrest, Arnold returned a few days after his first arrest to feed the homeless hot meals. Which of the following is the factor affecting his ethical behaviour?

- a. individual
- b. opportunity
- c. demographic
- d. legal

ANSWER: a

27. What are the three sets of factors that influence the level of ethical behaviour in an organization?

- a. organizational norms, circumstances, morals
- b. peer pressure, attitudes, social factors
- c. opportunity, individual factors, social factors
- d. financial factors, opportunity, morals

ANSWER: c

28. At Victoria's Secret, managerial approval is required whenever an employee makes a purchase at the store using an employee discount. Which factor affecting ethical behaviour is Victoria's Secret seeking to control?

- a. individual
- b. social
- c. moral
- d. opportunity

ANSWER: d

29. Unethical behaviour will be reduced if a company deals with violations of its ethical codes in which of the following ways?

- a. leisurely and lightly
- b. firmly and consistently
- c. on a case-by-case basis
- d. for only lower-level employees

ANSWER: b

30. As a management trainee for a rental car company, you are unsure what your company policy is regarding giving gifts at the holidays to corporate customers and dealerships that your branch does business with. Who among the following could answer questions about this ethical issue?

- a. a trade association representative
- b. an ethics officer
- c. a whistle-blower
- d. another management trainee

ANSWER: b

31. Rose walked into her office and found a large bouquet of flowers on her desk. Before she had time to read the card, her assistant said it was from Mr. Tanner at Zero Corporation. Mr. Tanner was trying to negotiate a sales deal with the company. Although Rose did not know how to respond to Mr. Tanner's gift, she thought an answer might be found in which of the following company resources?

- a. sales procedures
- b. operations manual
- c. code of ethics
- d. sales training tapes

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ANSWER:

c

32. The Canadian Textile Industry Association exerts pressure on its members to comply with the ethical standards of the industry by providing information and benefits for textile companies. What does this exemplify?

- a. the government's role in encouraging ethics
- b. a company's role in encouraging ethics
- c. a trade association's role in encouraging ethics
- d. a whistle-blower's role in encouraging ethics

ANSWER:

c

33. Designating an ethics officer is an example of the role of which of the following in encouraging ethics?

- a. the government
- b. a company
- c. a trade association
- d. an individual

ANSWER:

b

34. Tom stormed into the office, exclaiming, "That's the last straw! I've experienced unethical behaviour at this company one time too many. I'll be calling the press immediately." It appears that Tom is about to engage in which of the following?

- a. an unethical practice
- b. corporate ethics
- c. trumpeting
- d. whistle-blowing

ANSWER:

d

35. If top executives at Volkswagen were aware of the "defeat device" that software engineers installed on 11 million vehicles, they failed to promote ethical behaviour in which way?

- a. protecting whistle-blowers
- b. adopting a code of ethics
- c. demonstrating commitment as leadership
- d. abiding by trade association guidelines

ANSWER:

c

36. What is it called when one informs the press or government officials about unethical practices within one's organization?

- a. unethical behaviour
- b. whistling
- c. whistle-blowing
- d. a company violation

ANSWER:

c

37. Which of the following scenarios provides the best example of whistle-blowing?

- a. Jonathon fails to meet his sales quota for the month and is reported to the regional manager for special review.
- b. Anup tells her husband about illegal environmental dumping she suspects her company is doing.
- c. Geena speaks to her boss about how uncomfortable she is with the inappropriate jokes one of her co-workers frequently tells at the office.
- d. Marie has grown tired of her company's unsafe practices and reports them to Health Canada.

ANSWER:

d

38. The Canadian government tries to encourage ethical behaviour by legislating stricter regulations like Bill 198, also known as the "Canadian Sarbanes-Oxley" Act or C-SOX. This bill regulates internal controls on financial statements and

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disclosures. Which of the following must comply with Bill 198?

- a. private companies
- b. public companies
- c. individuals
- d. charities

ANSWER: b

39. Alex is a plant manager for a chemical plant in Calgary. Recently, there was a leak in a pipe from the tanks to the outdoor production area. As a result, 20,000 litres of toxic chemicals leaked into a local river. Once Alex has considered several alternatives for dealing with the chemical leak, what should he do?

- a. get neutral arbitration from a trusted manager
- b. recognize the decision-making opportunity that confronts his company, team, and unit
- c. attempt to understand the viewpoint of those involved in the decision
- d. identify the best option by testing it against some established criteria

ANSWER: d

40. In some situations, managers must make a decision where every alternative impacts various stakeholders in unpleasant ways. What is this type of situation called?

- a. whistle-blowing
- b. a conflict of interest
- c. an ethical dilemma
- d. employee mistreatment

ANSWER: c

41. One guideline for making ethical decisions is to identify the ethical issues. Which of the following is involved in doing this?

- a. testing your decision against some established criteria
- b. coming up with as many alternatives as possible before developing an analysis
- c. examining how co-workers, consumers, and other stakeholders are affected by the situation or decision at hand
- d. identifying the best option from your point of view

ANSWER: c

42. Norah is an outdoor pool manager for her local YMCA. In this role, Norah supervises the outdoor pool staff and promotes youth development and healthy living as well as social responsibility among the outdoor pool staff. Norah has noticed several members of the outdoor pool staff taking smoking breaks in their designated outdoor break area. Although this area isn't designated as non-smoking, it is in view of the outdoor pool and therefore in view of the YMCA members utilizing the outdoor pool. Norah has decided to designate the break area as non-smoking and request that the outdoor pool staff refrain from smoking during their shift. The outdoor pool staff, not surprisingly, have some concerns about this new policy. What should Norah do?

- a. request neutral arbitration from a trusted manager
- b. create a code of ethics that prevents smoking at the YMCA
- c. explain her decision and proceed with the new rule
- d. abandon her decision and allow the outdoor pool staff to continue smoking in the break area

ANSWER: a

43. Which of the following involves the recognition that business activities affect society and the consideration of that impact when making business decisions?

- a. business ethics
- b. corporate ethics

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c. community responsibility

d. social responsibility

ANSWER:

d

44. The manager of a large retail chain recently spoke to a group of college students about being successful in the business world. He focused particularly on the importance of fulfilling the purpose of the business organization: that is, to produce and market profitable products needed by society. In so doing, he indicated that a shareholder, not the society as a whole, invests in a corporation to earn a return on his or her investment and that a firm is legally obligated to act in shareholders' interests. What concept do the manager's comments reveal?

- a. socioeconomic model of social responsibility
- b. economic model of social responsibility
- c. strictest model of social responsibility
- d. consumerism

ANSWER:

b

45. The economic model of social responsibility places primary emphasis on which of the following?

- a. active government involvement
- b. conservation of natural resources
- c. economic return
- d. the balance of economic return and social return

ANSWER:

c

46. The manager of a successful local restaurant believes his responsibilities are to provide delicious meals and excellent service, provide jobs, comply with laws and the Canada Revenue Agency, and earn a respectable profit on the restaurant. These are the manager's only concerns. Which concept does this indicate?

- a. the economic model of social responsibility
- b. the socioeconomic model of social responsibility
- c. consumer protectionism
- d. sustainability

ANSWER:

a

47. "We are busy producing and marketing profitable products for society to enjoy! Now you want us to provide legal services, day-care centres, and counselling for alcohol and drug abusers. If we do all these things, what role will the government, church, and family play?" exclaimed the vice president of a major corporation. Which model of social responsibility is described by the vice president's comments?

- a. the socioeconomic model of social responsibility
- b. the need to preserve management rights
- c. the strictest model of social responsibility
- d. the economic model of social responsibility

ANSWER:

d

48. By establishing Ronald McDonald Houses, temporary lodging for individuals with seriously ill family members, McDonald's has committed itself to more than just shareholder wealth. The corporation's active role in improving societal conditions suggests that it is responsive to which of the following arguments for the socioeconomic model of social responsibility?

- a. Corporate resources should be devoted to maximizing profits, not to solving society's problems.

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- b. Individual businesses should not be responsible for solving problems that affect all of society.
- c. Socially responsible actions by business firms increase the role of government in business.
- d. Social responsibility promotes environmental stability and long-run profitability.

ANSWER:

d

49. Which of the following is an argument for increased social responsibilities?

- a. Because business is part of our society, it cannot ignore social issues.
- b. Corporate time and money should be used to maximize profits.
- c. Individual businesses should not be expected to solve society's problems.
- d. Social issues are the responsibility of government officials.

ANSWER:

a

50. Which of the following describes the socioeconomic model of social responsibility?

- a. society will benefit most when business is left alone to produce and market profitable products
- b. a firm is obligated to act only in the economic interests of its shareholders
- c. states that managers who concentrate on profit indirectly fulfil their social responsibilities
- d. emphasizes profits as well as the effect of business decisions on society

ANSWER:

d

51. Which of the following is an argument against social responsibility?

- a. Because business is a part of our society, it cannot ignore social issues.
- b. Corporate time, money, and talent should only be used to maximize profits.
- c. By helping resolve social issues, business can create a more stable environment.
- d. Socially responsible decision making by firms can prevent increased government intervention.

ANSWER:

b

52. Project 7 is a gourmet gum and mint brand that donates to seven areas of need with every product purchased. Founder Tyler Merrick decided to make and sell everyday products that people already purchase, but use those purchases to help solve everyday problems around the globe. Project 7 purchases help provide malaria medications, clean drinking water, meals to those in poverty, anti-bullying programs, and other charitable efforts. Tyler Merrick's beliefs are based on which of the following?

- a. the stakeholder approach of doing business
- b. the socioeconomic model of social responsibility
- c. the economic model of social responsibility
- d. sustainability

ANSWER:

b

53. Twice as Warm sells gloves, hats, and scarves. With every purchase, the company donates a new clothing item to a person in need in an effort to "spread warmth" to communities around the world. Twice as Warm's efforts indicate that the company has which of the following beliefs?

- a. its social obligations are met through the basic functioning of the business
- b. its responsibility is to produce quality goods, earn a profit, and provide jobs
- c. it has a responsibility to have a positive impact on society
- d. it has a responsibility to produce and market profitable products that society needs

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ANSWER:

c

54. Blake Mycoskie was inspired to begin TOMS Shoes after witnessing the hardships that children in Argentina face growing up without shoes. According to the TOMS website, Mycoskie's idea was to create a for-profit business that was sustainable and not reliant on donations. Since 2006, TOMS has extended its efforts to donate to people in need by donating eyeglasses and clean water in addition to shoes. TOMS operates under which of the following concepts?

- a. transparency and social responsibility
- b. the socioeconomic model of social responsibility
- c. the economic model of social responsibility
- d. ethical decision making

ANSWER:

b

Executives at a large grocery retailer are evaluating their financial results for the latest quarter. They have noticed a few key issues damaging profits, including big cost increases from their suppliers, increased cost of regulation and taxes in a few of the key cities where they operate stores, and increased competition. As a result, the company decides to close its 10 largest stores and concentrate on smaller suburban and rural markets where price competition isn't as fierce.

55. How will this decision likely affect grocery customers in cities where stores are closing?

- a. more product choices
- b. lower prices
- c. higher profits
- d. fewer product choices

ANSWER:

d

56. How will this decision likely affect company employees in cities where stores are closing?

- a. more product choices
- b. lower prices
- c. higher profits
- d. loss of jobs

ANSWER:

d

57. How will this decision likely affect the local community in cities where stores are closing?

- a. higher unemployment
- b. lower prices
- c. higher profits
- d. increased pay

ANSWER:

a

58. How will this decision likely affect the local government in cities where stores are closing?

- a. higher unemployment
- b. decreased tax revenue
- c. higher profits
- d. increased tax revenue

ANSWER:

b

59. How will this decision likely affect investors in the company?

- a. higher unemployment
- b. decreased tax revenue
- c. improved profits
- d. increased pay

ANSWER:

c

After a lengthy market research study, J.W. Company, a large consumer products company, has determined that consumers in the market would respond favourably to a line of organic frozen entrees to complement J.W.'s current line of frozen food products. J.W.'s current production line would not allow for the additional products, so J.W. Company must evaluate the cost of expanding its current facility or expand to a new location. The company does own land just outside a

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small town about 30 km from its corporate headquarters. Of course, building or expanding a new facility would require a significant capital investment.

60. How will the decision to add a new line of organic frozen entrees likely affect investors in the company?

- a. increased pay
- b. increased job opportunities
- c. increased product choices
- d. increased profits

ANSWER: d

61. How will this decision to add a new line of organic frozen entrees likely affect customers of the company?

- a. increased product choices
- b. increased job opportunities
- c. reduced prices
- d. increased profits

ANSWER: a

62. The Audi 5000S was investigated because of reported instances of unintended acceleration. The investigating body concluded that the acceleration was not a result of a system malfunction but was due to driver error. However, they also said that the awkward placement of the brake and accelerator pedals was the primary contributor to these driver errors. By designing this part of the 5000S in an ergonomically inefficient manner, Audi ignored which of the four basic rights of consumers?

- a. the right to be informed
- b. the right to choose
- c. the right to safety
- d. the right to be heard

ANSWER: c

63. In Canada, consumer issues related to the purchase of goods and services are covered by which jurisdiction?

- a. federal
- b. provincial
- c. municipal
- d. international

ANSWER: b

64. Whirlpool failed to provide an instruction manual with a certain type of new washing machine. Which basic consumer right did Whirlpool's action violate?

- a. the right to choose
- b. the right to be heard
- c. the right to be informed
- d. the right to courteous service

ANSWER: c

65. MasterCard sends a customer a memo that discloses the true cost of borrowing with each billing statement. It does this in recognition of which of the following customer rights?

- a. the right to choose
- b. the right to be heard
- c. the right to safety
- d. the right to be informed

ANSWER: d

66. The motion picture industry uses a rating system to describe the content of its movies. Movies are accompanied by ratings such as PG (parental guidance suggested) or R (not suitable for those under 17). This rating system satisfies which of the following consumer rights?

- a. the right to be heard
- b. the right to safety
- c. the right to be informed
- d. the right to refunds

ANSWER: c

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67. The statement “Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health” supports which of the following consumer rights?

- a. the right to safety and to be informed
- b. the right to be heard and to be informed
- c. the right to work and to be informed
- d. the right to safety and to be heard

ANSWER:

a

68. Loblaw's, a supermarket chain, introduced a system to help shoppers make healthier food choices. Guiding Stars is a food rating system that rates foods based on nutrient density using a scientific algorithm to assign a 0, 1, 2, or 3 star rating (3 stars is the highest rating a product can receive). With the introduction of Guiding Stars, Loblaw's is recognizing which of the following consumer rights?

- a. the right to safety
- b. the right to be heard
- c. the right to be informed
- d. the right to choose

ANSWER:

c

69. Steve has a problem with a coffee maker he purchased recently. He has been trying for days to speak with the company by calling its 800-number, but it rings forever or sends him through a maze of automated recordings. Steve feels that which of his basic consumer rights is being violated?

- a. the right to safety
- b. the right to be informed
- c. the right to be heard
- d. the right to choose

ANSWER:

c

70. The Better Business Bureau (BBB) is a nonprofit organization that is focused on advancing marketplace trust. The BBB provides free business reviews on millions of businesses in the United States and Canada. Consumers can submit complaints to the bureau and the BBB will investigate the matter. The Better Business Bureau demonstrates which of the following consumer rights?

- a. the right to be heard
- b. the right to be informed
- c. the right to safety
- d. the right to complain

ANSWER:

a

71. When digital video recorders (DVRs) were first introduced, the price was very high, often preventing the average consumer from purchasing one. Today, as a result of increased competition in the market, DVRs are significantly cheaper. By reducing the price of these products and ensuring a large number of product offerings, competition has promoted which consumer right?

- a. the right to be informed
- b. the right to be heard
- c. the right to quality products
- d. the right to choose

ANSWER:

d

72. Nielsen market research measures and tracks key performance indicators regarding retention, representation, supplier diversity, and promotions in an effort to further its diversity and inclusion efforts. Nielsen has created Employee Resource Groups such as the Asian American Link (AAL) and Sustaining Active Black Leadership and Empowerment (SABLE) group to provide an outlet for professional development and community outreach. Nielsen is demonstrating responsibility to employees through which of the following?

- a. equality
- b. occupational safety
- c. occupational opportunity
- d. community programs

ANSWER:

a

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73. A company seeking to address occupational safety in the workplace might initiate which of the following best practices?

- a. create objective performance appraisal systems
- b. provide ergonomic workstations for employees
- c. ensure equal pay between office and factory workers
- d. conduct safety training once every other year

ANSWER: b

74. What are two ways that companies demonstrate responsible employment practices?

- a. profitability and equality
- b. whistle-blowing and occupational safety
- c. equality and occupational safety
- d. equality and whistle-blowing

ANSWER: c

75. Jennifer, a recent college graduate, has always been concerned about protecting the environment and now hopes to play a major role in seeing that federal legislation for protecting the environment is enforced. With whom should Jennifer seek employment?

- a. a large, environmentally friendly corporation
- b. the David Suzuki Foundation
- c. Environment Canada
- d. a recycling centre

ANSWER: c

76. A bottled water manufacturer created a thinner bottle that uses 35% less plastic. What type of sustainability practice does this represent?

- a. workplace safety improvements
- b. community outreach
- c. product design improvements
- d. ethics improvements

ANSWER: c

77. A manager at GE wants to make facility improvements to lower electricity costs at its factories. Which of the following most likely achieves that goal?

- a. install solar panels on the roof of the factory
- b. give employees the day off to participate in a volunteer park cleanup
- c. redesign their line of consumer washing machines to use 30% less water
- d. begin a recycling campaign at the factory

ANSWER: a

78. An importer of coconut water is concerned about all of the energy required to ship water from Asia to the Canadian market. What is the best sustainability strategy for addressing this particular issue?

- a. Redesign packaging so that coconut water is packed in reusable bottles.
- b. Redesign packaging to utilize a smaller cap that uses less plastic.
- c. Use wind power to run the bottling factory.
- d. Condense coconut water into a powdered concentrate for shipping, then add water back at a Canadian bottling facility.

ANSWER: d

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79. Which of the following is true about sustainability strategies?

- a. It is unfair to expect companies will use natural resources to create the goods and services society wants and needs.
- b. As companies grow, their impact on our natural environment becomes less prominent.
- c. As awareness of environmental issues has increased, many companies have made increased efforts to implement sustainable business practices.
- d. Product design improvements are often made with the goal of increasing energy consumption.

ANSWER:

c

80. If a company were most interested in a sustainability strategy that contributed to environmental restoration of local parks and open spaces, which strategy would it choose?

- a. community outreach
- b. product design improvements
- c. adopt a Code of Ethics
- d. facility and vehicle improvements

ANSWER:

a

81. Reducing packaging materials is an example of which sustainability strategy?

- a. socioeconomic model of social responsibility
- b. economic model of social responsibility
- c. facility improvements
- d. product design improvements

ANSWER:

d

Disney is a leader in the effort to promote “sustainable tourism.” For example, treats sold in Disney World and Disneyland parks are baked in eco-friendly bakeries that use Energy Star–rated equipment, skylights for natural illumination, and the bakeries recycle expired baked goods and grains into livestock feed.

82. Disney is looking to expand its sustainability efforts, particularly in the area of facility and vehicle improvements. Which of the following would be an appropriate action to fulfil this plan?

- a. Reuse cooking oil to power railroad trains that circle the properties.
- b. Use 100% recycled plastic merchandise bags at Disney park locations.
- c. Donate a portion of Earth Day ticket sales to local conservation efforts in Florida and California.
- d. Make Disney souvenir buttons from 30% recycled steel.

ANSWER:

a

83. Disney is looking to expand its sustainability efforts, particularly in the area of community outreach. Which of the following would be an appropriate action to fulfil this plan?

- a. Reuse cooking oil to power railroad trains that circle the properties.
- b. Donate a portion of Earth Day ticket sales to local conservation efforts in Florida and California.
- c. Wash buses and clean streets at parks and resorts with reclaimed water.
- d. Use 100% recycled plastic merchandise bags at Disney park locations.

ANSWER:

b

84. Disney is looking to expand its sustainability efforts, particularly in the area of product design improvements. Which of the following would be an appropriate action to fulfil this plan?

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- a. Make Disney souvenir buttons from 30% recycled steel.
- b. Reuse cooking oil to power railroad trains that circle the properties.
- c. Replace lighting fixtures with energy-efficient alternatives.
- d. Wash buses and clean streets at parks and resorts with reclaimed water.

ANSWER:

a

After a lengthy market research study, J.W. Company, a large consumer products company, has determined that consumers in the market would respond favourably to a line of organic frozen entrees to complement J.W.'s current line of frozen food products. J.W.'s current production line would not allow for the additional products, so J.W. Company must evaluate the cost of expanding its current facility or expand to a new location. The company does own land just outside a small town about 30 km from its corporate headquarters. Of course, building or expanding a new facility would require a significant capital investment.

85. If J.W. Company planned to build a new factory on the land it owns, how would this impact the government of that town?

- a. increased pay
- b. increased job opportunities
- c. increased tax revenue
- d. increased profits

ANSWER:

c

86. Women, people with disabilities, Indigenous peoples, and visible minorities are mandated by the federal government to have equal employment opportunities. This law was enacted in 1986. What is the name of the legislation?

- a. Human Rights Act
- b. Employment Equity Act
- c. Equal Opportunity Act
- d. Fair Hiring Act

ANSWER:

b