

1

The word "ethics" comes from the Greek word "ethos" which is translated as character in English.

(A True  
)

(B False  
)

[https://selldocx.com/products  
/test-bank-the-essentials-of-marketing-research-3e-silver](https://selldocx.com/products/test-bank-the-essentials-of-marketing-research-3e-silver)

**Answer:**  
(A) True

2

The approaches people use in their ethical decision making are mutually exclusive.

(A True  
)

(B False  
)

**Answer:**  
(B) False

3

Utilitarianism is often compared to the Golden Rule.

(A True  
)

(B False  
)

**Answer:**  
(B) False

4

Utilitarianism means the greatest good for the greatest number of people.

(A True  
)

(B False  
)

**Answer:**  
(A) True

5

Utilitarianism includes a cost/benefit analysis.

(A True  
)

(B False  
)

**Answer:**  
(A) True

6

The three categories in the justice principle include distributive, procedural and reactive.

(A) True  
)

**Answer:**  
(B)False

(B) False  
)

**7**

**The old saying, "When in Rome, do as the Romans do" sums up the relativist position on ethics.**

(A) True  
)

**Answer:**  
(A)True

(B) False  
)

**8**

**Researchers and other business professionals may only be prosecuted for law violation in the country they are currently working in.**

(A) True  
)

**Answer:**  
(B)False

(B) False  
)

**9**

**A Code of standards may aide researchers from the beginning of the research process including the development of the research question.**

(A) True  
)

**Answer:**  
(A)True

(B) False  
)

**10**

**A Code of standards is ineffective if anyone in the organization is held to a different criterion.**

(A) True  
)

**Answer:**  
(A)True

(B) False  
)

**11**

**Only upper management should be involved in the development of a Code of standards.**

(A) True  
)

**Answer:**  
(B)False

(B) False  
)

**12**

**Procedural justice involves the "rules of the game" and if they are followed.**

(A) True  
)

**Answer:**  
(A)True

(B) False  
)

**13**

**Telling all lies, including "white" lies is wrong. This is known as Kant's "moral imperative".**

(A) True  
)

**Answer:**  
(A)True

(B) False  
)

**14**

**Interactive justice involves the "rules of the game" and if they are followed.**

(A) True  
)

**Answer:**  
(B)False

(B) False  
)

**15**

**Interactive justice involves the communication used in the relationship.**

(A) True  
)

**Answer:**  
(A)True

(B) False  
)

**16**

**Distributive justice deals with the equitable determination of rewards.**

**Answer:**  
(A)True

(A True  
)

(B False  
)

17

**Core standards for market researchers and other business practitioners do not need to be followed in foreign cultures.**

(A True  
)

**Answer:**  
(B)False

(B False  
)

18

**Relativists apply their own ethical standards rather than following a group's consensus.**

(A True  
)

**Answer:**  
(B)False

(B False  
)

19

**Relativists most often follow a group's consensus rather than applying any ethical standards of their own.**

(A True  
)

**Answer:**  
(A)True

(B False  
)

20

**It is not important for market research to be conducted in an ethical manner because consumers rarely rely on such research to make purchase decisions.**

(A True  
)

**Answer:**  
(B)False

(B False  
)

21

**Ombudsman provides employees, clients and other stakeholders with a senior executive to whom violations of the Code of standards can be reported outside of the chain of command.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

**22**

**The term code of standards is used in lieu of "code of ethics" to illustrate that the firm should go beyond traditional ethical issues.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

**23**

**Legal research is where a firm conducts a study in order to defend a legal action.**

(A) True  
)

**Answer:**  
(B) False

(B) False  
)

**24**

**The International Organization for Standardization (ISO) developed ISO 2052 which applies ISO quality management standards to market, opinion and social research.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

**25**

**The purpose of the Institutional Review Board is to approve, monitor, and review any research that involves humans.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

**26**

**In research terms, beneficence refers to the benefits of a study as opposed to its risks.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

**27**

**Beneficence refers to people's freedom to make their own decisions and to choose the activities they wish to engage in and which activities to avoid.**

(A) True  
)

**Answer:**  
(B) False

(B) False  
)

**28**

**Privacy, in terms of research, is concerned with participation in the research process.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

**29**

**Secret agent technology is software designed to track people's behavior on the Internet including sites visited, online transactions, and advertising click-through and purchase information.**

(A) True  
)

**Answer:**  
(B) False

(B) False  
)

**30**

**The larger the research group, the more easily it can be identified with a particular subject.**

(A) True  
)

**Answer:**  
(B) False

(B) False  
)

**31**

**A clearly deceptive method of increasing response rates is to mislead the participants about the length of the questionnaire.**

(A True  
)

**Answer:**  
(A) True

(B False  
)

**32**

**The word "ethics" comes from the Greek word "morels" which is translated as character in English.**

(A True  
)

**Answer:**  
(B) False

(B False  
)

**33**

**The approaches people use in their ethical decision making are not mutually exclusive.**

(A True  
)

**Answer:**  
(A) True

(B False  
)

**34**

**Utilitarianism does not include a cost/benefit analysis.**

(A True  
)

**Answer:**  
(B) False

(B False  
)

**35**

**The three categories in the justice principle include distributive, procedural and interactive.**

(A True  
)

**Answer:**  
(A) True

(B False  
)

**36**

**The old saying, "When in Rome, do as the Romans do" sums up the utilitarianism position on ethics.**

(A True  
)

**Answer:**  
(B) False

)

(B) False  
)

**37**

**Researchers and other business professionals may be prosecuted for U.S. law violation while in a foreign country.**

(A) True  
)

**Answer:**

(A) True

(B) False  
)

**38**

**There are nine steps involved in the development of a code of standards.**

(A) True  
)

**Answer:**

(A) True

(B) False  
)

**39**

**A Code of standards is effective regardless if everyone in the organization is held to the same criterion.**

(A) True  
)

**Answer:**

(B) False

(B) False  
)

**40**

**Everyone in the organization should be involved in the development of a Code of standards.**

(A) True  
)

**Answer:**

(A) True

(B) False  
)

**41**

**The step "Avoid legalize" in the development of a code of standards means to ensure compliance with laws.**

(A) True  
)

**Answer:**

(B) False



(B  
) False

42

**The step "Avoid legalize" in the development of a code of standards means to use simple language that can be easily understood.**

(A  
) True

**Answer:**  
(A) True

(B  
) False

43

**It is not necessary to revise a code of standards once it has been implemented.**

(A  
) True

**Answer:**  
(B) False

(B  
) False

44

**It is a good idea to set a regular time frame to revise a code of standards once it has been implemented.**

(A  
) True

**Answer:**  
(A) True

(B  
) False

45

**Procedures should be in place to sanction those who violate the code of standards.**

(A  
) True

**Answer:**  
(A) True

(B  
) False

46

**A consultant's role in the development of a code of standards is to take ownership of the document.**

(A  
) True

**Answer:**  
(B) False

(B  
) False

)

47

**A consultant's role in the development of a code of standards is to consult only.**

(A True  
)

**Answer:**

(A) True

(B False  
)

48

**Managers and employees of the organization should be the only individuals involved in developing a code of standards.**

(A True  
)

**Answer:**

(B) False

(B False  
)

49

**Customers and vendors of the organization can add valuable insight in the development of a code of standards.**

(A True  
)

**Answer:**

(A) True

(B False  
)

50

**Publicizing the code of standards aides in implementation of the standard, provides good publicity and builds pride among employees.**

(A True  
)

**Answer:**

(A) True

(B False  
)

51

**Once implemented, organizations should hold regular training sessions on the code of standards.**

(A True  
)

**Answer:**

(A) True

(B  
) False

**52**

**Reactive justice involves the communication used in the relationship.**

(A  
) True

**Answer:**

(B)False

(B  
) False

**53**

**Distributive justice involves the communication used in the relationship.**

(A  
) True

**Answer:**

(B)False

(B  
) False

**54**

**Reactive justice deals with the equitable determination of rewards.**

(A  
) True

**Answer:**

(B)False

(B  
) False

**55**

**Interactive justice deals with the equitable determination of rewards.**

(A  
) True

**Answer:**

(B)False

(B  
) False

**56**

**It is important for market research to be conducted in an ethical manner because consumers often rely on such research to make purchase decisions.**

(A  
) True

**Answer:**

(A)True

(B  
) False

57

**Advocacy research is where a firm conducts a study in order to defend a legal action.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

58

**The International Organization for Standards (ISO) developed ISO 2052 which applies ISO quality management standards to market, opinion and social research.**

(A) True  
)

**Answer:**  
(B) False

(B) False  
)

59

**The purpose of the Institutional Review Board is to approve, monitor, and review any research that involves humans and animals.**

(A) True  
)

**Answer:**  
(B) False

(B) False  
)

60

**In research terms, beneficence refers to the expense of a study as opposed to its costs.**

(A) True  
)

**Answer:**  
(B) False

(B) False  
)

61

**Autonomy refers to people's freedom to make their own decisions and to choose the activities they wish to engage in and which activities to avoid.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

62

**Privacy, in terms of research, is concerned with the purpose of the research process.**

(A) True  
)

**Answer:**  
(B) False

(B) False  
)

63

**Active agent technology is software designed to track people's behavior on the Internet including sites visited, online transactions, and advertising click-through and purchase information.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

64

**The smaller the research group, the more easily it can be identified with a particular subject.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

65

**Participants should be debriefed at the conclusion of the study.**

(A) True  
)

**Answer:**  
(A) True

(B) False  
)

66

**It is not necessary to debrief the participants at the conclusion of the study.**

(A) True  
)

**Answer:**  
(B) False

(B) False  
)

67

\_\_\_\_\_ is defined as the set of values and standards we use to make decisions about right and wrong.

- (A) Virtue
- (B) Ethics
- (C) Marketing research
- (D) Integrity

**Answer:**  
(B) Ethics

68

In governing their ethical decision making, people use all of the following except for:

- (A) Moral philosophy
- (B) Utilitarianism
- (C) Relativist
- (D) Marketing research

**Answer:**  
(D) Marketing research

69

\_\_\_\_\_ is often compared to the Golden Rule.

- (A) Utilitarianism
- (B) Rights Principle
- (C) Moral Philosophy
- (D) Relativist

**Answer:**  
(B) Rights Principle

70

\_\_\_\_\_ is usually referred to as the "greatest good for the greatest number."

- (A) Utilitarianism
- (B) Rights Principle
- (C) Moral Philosophy
- (D) Relativist

**Answer:**  
(A) Utilitarianism

71

The three categories in the justice principle include all but which of the following:

(A) Distributive

(B) Interactive

(C) Procedural

(D) Reactive

**Answer:**  
(D) Reactive

72

\_\_\_\_\_ makes ethical decisions based on the people around them or the specific context in which they find themselves.

(A) Utilitarianism

(B) Rights Principle

(C) Moral Philosophy

(D) Relativist

**Answer:**  
(D) Relativist

73

Steps in the development of a Code of standards include:

(A) Get everyone involved

(B) Avoid legal language

(C) Publicize the Standards

(D) A and B

(E) A, B and C

**Answer:**  
(E) A, B and C

74

Steps in the development of a Code of standards include:

(A) Provide training

(B) Implement and follow-up

(C) Enforcement

(D) A and B

**Answer:**  
(E) A, B and C

)

(E) A, B and C

**75**

**Publication of the Code of standards:**

(A) Aides in implementation

(B) Provides good publicity

(C) Builds pride among employees

(D) All of the above

**Answer:**

(D) All of the above

**76**

**An automobile defect injures a few people and instead of recalling the defected model, the company pays damages to the few injured people. This is an example of:**

(A) Utilitarianism

(B) Rights Principle

(C) Moral Philosophy

(D) Relativist

**Answer:**

(A) Utilitarianism

**77**

**If it is wrong to lie, it is wrong to lie at all times including "white" lies one may tell to spare someone's feelings. This is known as Kant's \_\_\_\_\_.**

(A) Utilitarianism

(B) Moral imperative

(C) Relativist

(D) Ethical dilemma

**Answer:**

(B) Moral imperative

**78**

**\_\_\_\_\_ involves the communication used in the relationship.**

(A) Distributive justice

(B) Interactive justice

**Answer:**

(B) Interactive justice



(C) Procedural justice

(D)  
) Reactive justice

**79** \_\_\_\_\_ involves the "rules of the game" and if they are followed.

(A) Distributive justice

(B) Interactive justice

(C) Procedural justice

(D)  
) Reactive justice

**Answer:**

(C  
) Procedural justice

**80** \_\_\_\_\_ deals with the equitable determination of rewards.

(A) Distributive justice

(B) Interactive justice

(C) Procedural justice

(D)  
) Reactive justice

**Answer:**

(A  
) Distributive justice

**81** Several research and marketing trade groups have written codes of ethics to guide their members. These include which of the following:

(A) Council of American Survey  
Research Organization

(B) American Marketing Association

(C) Association of Internet  
Researchers

(D)  
) A and B

(E) A, B, and C

**Answer:**

(E  
) A, B, and C

**82** As well as ethics, a code of standards addresses which of the following:

(A) Client confidentiality

(B) Conflicts of interest

(C) Fair pricing policies

(D) A and B

(E) A, B, and C

**Answer:**

(E) A, B, and C

**83**

\_\_\_\_\_ is where a firm conducts a study in order to defend a legal action.

(A) Legal research

(B) Advocacy research

(C) Proactive research

(D) None of the above

**Answer:**

(B) Advocacy research

**84**

\_\_\_\_\_ standards were developed to standardize market research worldwide, including ethical standards such as consistency and transparency.

(A) International Organization

(B) Council of American Survey

(C) Marketing Research Association

(D) Council of International Survey

**Answer:**

(A) International Organization

**85**

The International Organization standards apply to the manner in which market research studies are:

(A) Planned

(B) Conducted

(C) Supervised

(D) B and C

**Answer:**

(E) A, B, and C

(E) A, B, and C

86

**According to the Council of American Survey Research the International Organization standards key elements include all but which of the following:**

(A) Documented quality management system that can be audited

(B) Staff training and development

(C) Regulations for research involving human subjects

(D) Control of subcontractors

**Answer:**

(C) Regulations for research involving human subjects

87

**Laws for research involving human subjects led to the creation of the \_\_\_\_\_.**

(A) American Review Board

(B) Institutional Review Board

(C) International Review Board

(D) Government Review Board

**Answer:**

(B) Institutional Review Board

88

**In research terms, \_\_\_\_\_ refers to the benefits of a study as opposed to its risks.**

(A) Beneficence

(B) Informed Consent

(C) Disclosure

(D) Debrief

**Answer:**

(A) Beneficence

89

**\_\_\_\_\_ is at the heart of market research ethics and involves communication between the research participants and the researcher.**

(A) Beneficence

**Answer:**

(B) Informed Consent

(B) Informed Consent

(C) Disclosure

(D) Debrief  
)

**90**

**Ethical research issues common in almost every study include:**

(A) Beneficence

(B) Informed Consent

(C) Privacy and Confidentiality Rights

**Answer:**

(E) A, B and C  
)

(D) B and C  
)

(E) A, B and C

**91**

**Factors to consider when assessing an ethical decision include:**

(A) Follow the rules that are mutually understood and agreed upon

(B) Be able to discuss and defend your choices

**Answer:**

(E) All of the above  
)

(C) Employ the Golden Rule

(D) Consider the decision alternatives  
)

(E) All of the above

**92**

**Utilitarianism is**

(A) compared to the Golden Rule

(B) referred to as the "greatest good for the greatest number."

**Answer:**

(B) referred to as the "greatest good for the greatest number."  
)

(C) referred to the fairness of processes and rewards

(D) making ethical decisions based on the specific context of the  
)

situation

93

**Rights Principle is**

- (A) compared to the Golden Rule
- (B) preferred to as the "greatest good for the greatest number."
- (C) referred to the fairness of processes and rewards
- (D) making ethical decisions based on the specific context of the situation

**Answer:**

(A) compared to the Golden Rule

94

**Relativism is**

- (A) compared to the Golden Rule
- (B) preferred to as the "greatest good for the greatest number."
- (C) referred to the fairness of processes and rewards
- (D) making ethical decisions based on the specific context of the situation

**Answer:**

(D) making ethical decisions based on the specific context of the situation

95

**Justice Principle is**

- (A) compared to the Golden Rule
- (B) preferred to as the "greatest good for the greatest number."
- (C) referred to the fairness of processes and rewards
- (D) making ethical decisions based on the specific context of the situation

**Answer:**

(C) referred to the fairness of processes and rewards

96

**Distributive, Interactive, and Procedural are categories in which of the following:**

- (A) Utilitarianism

**Answer:**

(B) Justice Principle

(B) Justice Principle

(C) Rights Principle

(D) Relativist

)

97

**Get everyone involved and avoid legal language are included in the development of:**

(A) the research project

(B) the hypotheses

(C) a code of standards

(D) none of the above

**Answer:**

(C) a code of standards

98

**Provide training and enforcement are included in the development of:**

(A) the research project

(B) the hypotheses

(C) a code of standards

(D) none of the above

**Answer:**

(C) a code of standards

99

**Which of the steps in the development of a code of standards aides in implementation and builds pride among employees?**

(A) Publicizing

(B) Training

(C) Enforcement

(D) none of the above

**Answer:**

(A) Publicizing

100

**Interactive justice involves the**

(A) "rules of the game" and if they are followed

(B) communication used in the relationship

(C) equitable determination of rewards

(D) none of the above

**Answer:**

(B) communication used in the relationship

**101**

**Procedural justice involves the**

(A) "rules of the game" and if they are followed

(B) communication used in the relationship

(C) equitable determination of rewards

(D) none of the above

**Answer:**

(A) "rules of the game" and if they are followed

**102**

**Distributive justice involves the**

(A) "rules of the game" and if they are followed

(B) communication used in the relationship

(C) equitable determination of rewards

(D) none of the above

**Answer:**

(C) equitable determination of rewards

**103**

**Client confidentiality and conflicts of interest are addressed in**

(A) the research project

(B) the hypotheses

(C) a code of standards

**Answer:**

(C) a code of standards

(D none of the above  
)

104

**Advocacy research is when a firm conducts a study in order to**

(A) defend a legal action

(B) influence the price of a product

(C) influence the design of a product

(D none of the above  
)

**Answer:**

(A defend a legal action  
)

105

**A documented quality management system that can be audited and control of subcontractors are key elements in which organization's marketing standards**

(A) International Organization

(B) Council of American Survey Research

(C) Marketing Research Association

(D Council of International Survey  
)

**Answer:**

(B Council of American Survey Research  
)

106

**In research terms, beneficence refers to**

(A) the heart of market research ethics

(B) the communication between the research participants and the researcher

(C) the laws for research involving human subjects

(D the benefits of a study as  
) opposed to its risks

**Answer:**

(D the benefits of a study as opposed to its risks  
)

107

**Informed Consent refers to**

(A) the heart of market research ethics

**Answer:**

(D)A and B



- the communication between the
- (B) research participants and the researcher
- (C) the benefits of a study as opposed to its risks
- (D) A and B
- (E) A and C

**108**

**Examples of deception that can occur in market research include**

- (A) A, B and C
- (B) misleading promises of privacy/confidentiality
- (C) improper/false disclosure of sponsors
- (D) lack of informed consent
- (E) A and B

**Answer:**

(A) A, B and C

**109**

**Privacy follows the concept of \_\_\_\_\_ and requires market researchers to protect the privacy of respondents and the confidentiality of their information.**

- (A) informed consent
- (B) beneficence
- (C) avoiding deception
- (D) debriefing

**Answer:**

(A) informed consent