

Chapter 2 – MR Practice Quiz

Ethics in Marketing Research

TRUE/FALSE

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

ANS: T PTS: 1

2. Utilitarianism is often compared to the Golden Rule.

ANS: F PTS: 1

3. The old saying, “When in Rome, do as the Romans do” sums up the relativist position on ethics.

ANS: T PTS: 1

4. Telling all lies, including “white” lies is wrong. This is known as Kant’s “moral imperative”.

ANS: T PTS: 1

5. 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.

ANS: T PTS: 1

MULTIPLE CHOICE

1. _____ 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

ANS: B PTS: 1

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

- a. Moral philosophy
- b. Utilitarianism
- c. Relativist
- d. Marketing research

ANS: D PTS: 1

3. 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

ANS: A PTS: 1

4. _____ deals with the equitable determination of rewards.
- a. Distributive justice
 - b. Interactive justice
 - c. Procedural justice
 - d. Reactive justice

ANS: A PTS: 1

5. 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

ANS: E PTS: 1