

3.E: Assessment Questions

1. Define business ethics.
2. Who decides the business ethics for a company?
 - a. The HR department.
 - b. The employees.
 - c. Leadership.
 - d. Consultants.
3. All of the following are examples of results of unethical business actions except:
 - a. Recruitment and retention problems.
 - b. Lower employee salaries.
 - c. Negative employee relations.
 - d. Poor company reputation.
4. Ethical rules can be based on deep values of an organization which may include:
 - a. Quality of products and services.
 - b. Commitment to customers.
 - c. How the organization gives back to the community.
 - d. All of the above.
5. According to Kimberlee Leonard of the Houston Chronicle the elements that belong in a Code of Conduct for a company include all of the following except:
 1. Office Hours.
 2. Professional behaviors.
 3. Regulatory ethics.
 4. Legal considerations.
6. What's the definition of Corporate Responsibility?
7. Where did the term Corporate Responsibility originate?
8. The benefits of Corporate Responsibility for a business include:
 - a. Talent attraction.
 - b. Consumer influence.
 - c. Improved perception by investors.
 - d. All of the above.
9. The three dimensions of the triple bottom line include all of the following except:
 - a. Profits.
 - b. People.
 - c. Planet.
 - d. Promotion.
10. Distinguish between corporate social responsibility and social marketing.

Contributors

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