**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Most businesses feel they have an obligation to operate their business from an ethical standpoint. |
| 2. | \_\_\_\_\_\_\_ | Corporate responsibility and business ethics are the same thing. |
| 3. | \_\_\_\_\_\_\_ | Consumers have indicated a strong desire for businesses to invest in corporate responsibility, and to curb practices like unethical labor strategies and child labor. |
| 4. | \_\_\_\_\_\_\_ | Corporate activism can have both positive and negative impacts on a business. |
| 5. | \_\_\_\_\_\_\_ | How a business or brand responds to political issues does not influence their reputation. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_\_\_\_1. \_\_\_\_\_\_\_\_\_ is a decision-making process where consumers spend money in a way that aligns with their personal values.

a. Corporate responsibility b. Ethical consumerism

c. Corporate activism d. Consumer responsibility

\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_ is an example of poor business ethics.

a. Bribery b. Fraud

c. Discrimination d. All of the above

\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_ refers to a business or brand’s impact on society, the environment, and the economy.

a. Ethical consumerism b. Corporate activism

c. Corporate responsibility d. Business ethics

\_\_\_\_\_\_\_ 4. Which of the following are possible results of corporate activism?

a. Alienating certain customers b. Increased employee morale

c. Increasing brand reputation d. All of the above are possible results of corporate activism.

\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_ is the obligation businesses have to operate from an ethical standpoint.

a. Consumer ethics b. Business ethics

c. Corporate responsibility d. Corporate activism

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## SHORT ANSWER (2 questions)

1. Give an example of how a business or brand responded to a political issue and how it influenced their reputation with consumers.

2. What are some of the results of unethical behavior within a business, and what steps might they take to change course after unethical behavior has been exposed.