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QUESTION 1

Which of the following is part of the final step in the ethical decision-making process?

- A. Establishing the advantages and disadvantages of alternative solutions
- B. Identifying the various stakeholders who will be affected by the solution
- C. Identifying the one-off stakeholder who will be affected by the solution
- D. Developing a firm understanding of the real issue at hand
- E. Interacting with stakeholders to generate possible solutions

Correct Answer: A

QUESTION 2

Which of the following is true of Millennials?

- A. They are those born between 1946 and 1964.
- B. They are those who were alive during World War II.
- C. They are also known as digital natives.
- D. They are those born between 2002 and 2014.
- E. They are also referred to as Generation Yers.

Correct Answer: E

QUESTION 3

Which of the following is an integral aspect of the immediate environment that affects a firm?

- A. Technological factors
- B. Political factors
- C. Legal issues
- D. Competitors factors
- E. Cultural factors

Correct Answer: D

QUESTION 4



Archer Daniels Midland Co. is the world's largest cocoa-bean processor. It buys cocoa beans and converts them into cocoa powder and cocoa butter, which it then sells to companies like Hershey's that manufacture consumer products that contain chocolate. In this scenario, ADM is in a(n) _____.

- A. consumer
- B. retailer
- C. wholesaler
- D. manufacturer
- E. distributor

Correct Answer: E

QUESTION 5

During a sales interview, Jim says "Harley Davidson" when the interviewer asks him to name a brand of American motorcycles. In this scenario, Jim is exhibiting _____.

- A. top-of-mind awareness
- B. aided recall
- C. lagged effect
- D. evaluation
- E. persuaded interest

Correct Answer: A

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