

Module 2: Exam 1 b. Essay Questions (5pts)

This is a preview of the published version of the quiz

Started: Oct 22 at 10:42am

Quiz Instructions

You have 1 hour to complete the 2 essay questions. Remember to click SUBMIT QUIZ when you are done.

[*Teaching Note:* Essay Question 2 is used as one metric for AACSB Assessment of Learning, MBA Program Learning Skill Competency (PLSC) #4--"**Ethics.**" See unique Rubric for Assessment of Learning in this PLSC.]

Note: this is a timed quiz. You may check the remaining time you have at any point while taking the quiz by pressing the keyboard combination SHIFT, ALT, and T... Again: SHIFT, ALT, and T...

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Question 12.5 pts

Rodney bought a suit at Men's Warehouse. Men's warehouse bought the suit from a distributor, which bought it from a designer. The designer bought the materials to make the suit from a factory in China, and the suits were made at that same factory. The employees in the factory bought their suits directly from the factory and sold them to their friends. Explain which of these transactions were B2B, B2C, and/or C2C.

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12pt

Paragraph

0 words

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Question 22.5 pts

Identify the four steps in **Ethical Decision Making**. Describe each in a sentence or two. Then, discuss in your own words, how you would apply this Ethical Decision-Making Framework to a marketing issue of interest to you, or which you have encountered. [For example, you may have experienced a situation in which you were asked to obtain or share Competitive Intelligence about a previous employer. How would, or did, you address this situation.] *Please be as specific as possible in discussing your example.*

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12pt

Paragraph

0 words

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Questions

- Haven't Answered Yet [Question 1](#)
- Haven't Answered Yet [Question 2](#)

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Attempt due: Nov 8 at 11pm