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Consumer Behavior, 12e (Solomon)

Chapter 2. Consumer and Social Well-Being

1) Which act makes it illegal for American executives to bribe foreigners to gain business?

- A) Lanham Act
- B) Foreign Corrupt Practices Act
- C) Patent Act
- D) Robinson-Patman Act

Answer: B

Diff: 1

Objective: 2.1: Ethical business is good business.

2) Rules of conduct that guide actions in the marketplace are called _____.

- A) social obligation
- B) social responsibility
- C) business ethics
- D) social awareness

Answer: C

Diff: 1

Objective: 2.1: Ethical business is good business.

AACSB: Ethical understanding and reasoning

3) The importance people attach to worldly possessions is called _____.

- A) ego products
- B) materialism
- C) needs
- D) wants

1

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