Chapter 16: Answers to Questions for Review and Discussion

1. Discuss consumer attitudes toward business ethics. Why are so many people willing to accept business ethics as an inconsistency in terms?

   People may be willing to accept business ethics as an inconsistency in terms because their experiences or the experiences that are most often reported to them by news sources focus mostly on the negative. Also, some organizations with less-than-stellar reputations may attempt to influence public opinion through corporate image advertising that may be viewed as somewhat disingenuous. Added to these events is a business history and culture prior to recognition of the marketing or societal marketing concept that may have forsaken ethics for short term profits.

4. Considering the nature of relationships in business-to-business marketing versus consumer marketing, are ethical lapses more likely to occur in consumer markets or in business-to-business markets?

   Ethical lapses would seemingly occur more readily in consumer markets due to the extent of communications between manufacturer and customer are longer and often less involved than in a business-to-business relationship where one-on-one or group-to-group contact is more the norm.

6. What ethical factors can contribute to individual discomfort in a position in an organization?

   Ethical factors that can contribute to individual discomfort in an organization position include the role of leadership in setting the standards while perhaps not following or participating in uneven scrutiny of standards, unrealistic demands placed on subordinates in the face of these standards, a conflict between perceptions of natural law v. positive law, frequency of apparent lapses, ethical dilemmas between norms held by different populations