

BA 342 – Johnson - Final Exam – Practice Exam Solutions

1. C – Societal is NOT part of the second triad of diversity.
2. D – Women make 80% of what men make in the workforce.
3. A – This is affirmative action
4. E – Both B and D are correct. National and Organizational are NOT part of the first diversity triad.
5. E – Both A and B are correct. The Traditional and Contemporary views of diversity are still in use today.
6. Multiple Select – Unequal consequences or results, neutral colorblind actions, same standards-different consequences for different groups and indirect discrimination are all part of disparate impact.
7. B: Era 2: 1863-1964
8. B – This is disparate impact
9. C – Communities
10. A – This is moral management. This is what we strive for.
11. C – This is ambiguous advertising
12. C – This is the Right to be informed
13. B – Concise information
14. B – Amoral management
15. Multiple select – All of these choices apply.
16. B – This means let the buyer beware
17. C – Service theory
18. B – The main issue in the Ford-Firestone case was customer death and injury.

19. B – Social cost
20. C – Athletics is not an aspect of affirmative action
21. D – All of the above are still in use today.
22. B – This is amoral management
23. B – Wally Triplett
24. Both A and C are correct here.
25. Both A and C are trends impacting companies right now.
26. A – Affirmative action is not a reason for seeking a diverse customer base.
27. D – CRM is not a component of CSR. CRM stands for customer relationship management.
28. Answers B, C, D and E are all correct. These are all things that customers want in addition to the original demands of the Customer Magna Carta.
29. C – Product, Place, Price and Promotion are not examples of advertising abuses.
30. B – B and E are the correct choices here. These are both considered negatives about marketing practices.
31. A, B and C are the correct choices. In general, companies did not engage in predatory practices related to marketing traditional mortgages when targeting low-income customers.
32. A, B, C and E are all correct. Comparative advertising is not an example of ad creep.



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BA 342 - Johnson – Final Exam – Check Your Understanding Answer Key

Check Your Understanding – Chapter 13

13.1 - B – Era 2: 1863-1964

13.2 - B – Yes, disparate impact

13.3 - A – Creating equality

13.4 - A – Latinos and Hispanics

Check Your Understanding – Chapters 14 and 15

14.1 - A – Adequate information

14.2 - E – All of the above are issues with advertising in this commercial.

14.3 - D – Both A and C are correct. Quality and Safety are important themes related to products.

14.4 - D – Let the seller take care