

## Chapter 4 questions.

### I. What was our discussion about the Slimehead?

“Slimehead” used as the name for the fish plate in restaurants wasn’t so attractive to people to order so they change the name to something nicer and people started to order it more and more; the name made a big difference in the way customers thought about that specific fish.

### II. In about 125 words, describe what was said about Grouper DNA investigators.

Grouper fishes were being replaced by other types of fish that were cheaper so the seller could get more money selling the “grouper fishes” at certain amount of money and saving some dollars from their fish providers. It is considered as something not ethical because, first of all, people trust you and the service you give them, if they are paying for a certain type of fish, then that’s what they should get, sooner or later, when people find out what you are doing, customers won’t trust your products anymore. You don’t know if they have allergies and by replacing products, some people could end up affected, it’s like pretending you are going to sell an almond ice cream but instead of putting almonds you change it to peanuts, there are a lot of people who suffer from peanut allergy and doing that will end up with them suing your company.

### III. Explain what General Johnson did and why it was so important.

After 7 people died because of one of their products, they decided to remove and check on every single one of their Tylenols so no one else could buy it and suffer any other bad consequences, they chose to care about their costumers, not the money they were going to lose, they also found what was happening and came up with a solution that’s used nowadays for drugs to be safe.

### IV. Deceptive advertising and promoting inferior products are...

Marketing ethical issues.

V. Often, practices that are the result of other business functions will be attributed to marketing. Why?

Because marketers interact directly with people, they show the product to the world and the way they show it it's how other people will think about it, if they find it interesting, useful, nice, some product you can trust on.

VI. In at least 100 words, write a code of ethics for online students.

Online students' most important values are based on respect, patience and organization. By being responsible and aware of the situation, online students are willing to keep the good attitude and to keep on working as hard as they worked at in-person school. In this year where everything turned upside down, being able to still study through online classes is a luxury and challenge that not everyone decides to take. Which is why, us, all online students should compromise to school as much as the teachers are; together, with all of our effort and teamwork, can make this new system work getting all the best results of it.

VII. What are the two reasons given for why a realtor might lie to a young couple looking to buy a home?

Because either they can make their commission from selling the house or they could also lose their job if they don't sell it, maybe they are just taking advantage of the young couple because they consider the couple are too young so they won't notice if they're lying.

VIII. Many executives and board members say this...

"Our job is to make money for the company" but that doesn't mean they should make it in an illegal/unethical way.

IX. The steps in ethical decision making are...

1. Identify issues
2. Gather information and identify stakeholders
3. Brainstorm and evaluate alternatives
4. Choose a course of action

X. When brainstorming, all relevant parties should do this...

They should brainstorm alternatives together, anyone who is involve with it.