Retail Management A Strategic Approach 13th edition Berman Test Bank

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Retail Management: A Strategic Approach, 13e **(Berman/Evans/Chatterjee)**
Chapter 2 Building and Sustaining Relationships in Retailing

1) All of the activities and processes that provide a certain value for the customer are referred to as _____.
A) a value chain
B) customer service
C) a value delivery system
D) relationship retailing
Answer: A
Difficulty: Moderate
Skill: Terminology/Concept

2) The bundle of benefits offered to consumers through a channel of distribution is _____.
A) a value chain
B) customer service
C) a value delivery system
D) relationship retailing
Answer: A
Difficulty: Moderate
Skill: Terminology/Concept

3) An important component of the value chain concept is _____.
A) the inevitability of channel conflict
B) dependency of each channel member on one another
C) the need for independence among channel members
D) the need to minimize total channel costs
Answer: B
Difficulty: Challenging
Skill: Terminology/Concept

4) Just-in-time inventory management and electronic data interchange are examples of _____.
A) a value chain
B) channel conflict
C) seamless logistics management
D) direct store delivery
Answer: A
Difficulty: Challenging
Skill: Terminology/Concept

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5) The minimum value chain elements a given customer segment expects from a type of retailer is a(n) _____.
A) proposed retail strategy
B) augmented retail strategy
C) expected retail strategy
D) potential retail strategy
Answer: C
Difficulty: Moderate
Skill: Terminology/Concept

6) Which of the following does not comprise a competitive advantage to a retailer?
A) a proposed retail strategy
B) an augmented retail strategy
C) an expected retail strategy
D) a potential retail strategy
Answer: C
Difficulty: Moderate
Skill: Terminology/Concept

7) A clean store environment, adequate parking facilities, and standard return privileges constitute a(n) _____.
A) proposed retail strategy
B) augmented retail strategy
C) expected retail strategy
D) potential retail strategy
Answer: C
Difficulty: Moderate
Skill: Terminology/Concept

8) A unique strategy that no competing retailer in a given retail format has perfected constitutes a(n) _____.
A) proposed retail strategy
B) augmented retail strategy
C) expected retail strategy
D) potential retail strategy
Answer: D
Difficulty: Moderate
Skill: Terminology/Concept

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9) A retailer's focus on satisfaction of existing customers through seeking to form and maintain long-term bonds with customers is referred to as _____.
A) commitment-based retailing
B) customer satisfaction
C) relationship retailing
D) SERVQUAL
Answer: C
Difficulty: Challenging
Skill: Terminology/Concept

10) The customer base, customer service, customer satisfaction, and loyalty programs and defection rates are components of _____.
A) the American Consumer Satisfaction Index (ACSI)
B) customer satisfaction
C) the marketing concept applied to retailing
D) relationship retailing
Answer: D
Difficulty: Moderate
Skill: Terminology/Concept

11) Activities that enhance the shopping experience and give retailers a competitive advantage are referred to as a(n) _____.
A) customer loyalty program
B) potential customer service
C) expected customer service
D) augmented customer service
Answer: D
Difficulty: Challenging
Skill: Terminology/Concept

12) Which statement concerning a retailer's core customers is not correct?
A) A retailer's core customers are generally least price conscious.
B) A retailer's core customers should represent its target market.
C) A retailer's core customers deserve special treatment.
D) A retailer's core customers prefer long-term relationships.
Answer: A
Difficulty: Challenging
Skill: Terminology/Concept

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13) A customer is billed monthly on the basis of his/her outstanding cumulative balance in a(n) _____.
A) debit account
B) open credit account
C) revolving credit account
D) option credit account
Answer: C
Difficulty: Moderate
Skill: Terminology/Concept

14) A customer must pay his/her full bill when it is due in a(n) _____.
A) debit account
B) open credit account
C) revolving credit account
D) option credit account
Answer: B
Difficulty: Moderate
Skill: Terminology/Concept

15) Partial, revolving payments are <u>not</u> permitted in a(n) _____.
A) debit account
B) open credit account
C) revolving credit account
D) option credit account
Answer: B
Difficulty: Moderate
Skill: Terminology/Concept

16) A retailer can reward its best customers through _____.
A) everyday low pricing
B) manufacturer-sponsored coupons
C) customer loyalty programs
D) contests and sweepstakes
Answer: C
Difficulty: Moderate
Skill: Terminology/Concept

17) A vital component of a customer loyalty program is _____.
A) restricted membership
B) new rules of participation
C) standardized letters to participants
D) a database to track consumer purchases
Answer: D
Difficulty: Challenging
Skill: Terminology/Concept

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18) An ongoing relationship between all the parties that develop, produce, deliver, and sell particular goods and services is referred to as _____.
A) a value delivery system
B) channel cooperation
C) a channel partnership
D) vertical integration
Answer: A
Difficulty: Moderate
Skill: Terminology/Concept

19) A retailer seeks to maximize the profitability of its inventory assortment through _____.
A) efficient consumer response
B) category management
C) optimal space planning
D) everyday low pricing
Answer: B
Difficulty: Challenging
Skill: Terminology/Concept

20) Consumers lease physical products for a specified period of time with _____ services.
A) owned-goods
B) rented-goods
C) intangible
D) nongoods
Answer: B
Difficulty: Moderate
Skill: Terminology/Concept

21) Airline travel is an example of a(n) _____ service.
A) rented-goods
B) regulated goods
C) nongoods
D) owned-goods
Answer: A
Difficulty: Challenging
Skill: Terminology/Concept

22) Consumers have goods that they own repaired, maintained, or altered with _____ services.
A) nongoods
B) repair
C) rented-goods
D) owned-goods
Answer: D
Difficulty: Moderate
Skill: Terminology/Concept

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23) Lawn care and house painting are examples of _____ services.
A) repair
B) owned-goods
C) nongoods
D) rented-goods
Answer: B
Difficulty: Moderate
Skill: Terminology/Concept

24) Tutoring is an example of a(n) _____ service.
A) repair
B) owned-goods
C) nongoods
D) rented-goods
Answer: C
Difficulty: Moderate
Skill: Terminology/Concept

25) Intangibility particularly affects _____ services.
A) nongoods
B) repair
C) rented-goods
D) owned-goods
Answer: A
Difficulty: Challenging
Skill: Terminology/Concept

26) Inseparability for a service provider affects which element of a retail strategy?
A) the setting of a price
B) advertising the firm in a distinctive manner
C) accommodating demand in peak periods
D) the establishment of branch units
Answer: D
Difficulty: Challenging
Skill: Terminology/Concept

27) "Revenues from an unrented hotel room are lost forever" refers to which characteristic of services?
A) the perishability of services
B) the variability of a service's quality
C) the inseparability of the producer from the service
D) the inseparability of the service from the service provider
Answer: A
Difficulty: Challenging
Skill: Terminology/Concept

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28) Which statement concerning retail technology is not correct?
A) The roles of technology and humans must be clear and consistent with the objectives and style of a business.
B) Technology can be viewed as impersonal and cold by some consumers.
C) Consumers should be forced to use the most advanced technology as a means of cost control.
D) Customers now expect certain technological advances, such as feedback on product availability.
Answer: C
Difficulty: Challenging
Skill: Terminology/Concept

29) Electronic banking involves _____.
A) consumers being able to complete transactions any day, any hour at both bank and nonbank locations
B) weekly bank statements that reflect the past week's transactions
C) the use of a national debit transfer system
D) the use of a national credit reporting system
Answer: A
Difficulty: Challenging
Skill: Terminology/Concept

30) A "smart card" is a form of a(n) _____.
A) open credit plan
B) layaway plan
C) electronic payment plan
D) revolving credit plan
Answer: C
Difficulty: Challenging
Skill: Terminology/Concept

31) Retailers can quickly complete customer transactions, amass sales data, and adjust inventory through _____.
A) electronic data interchange
B) data warehousing
C) computer-assisted ordering system
D) point-of-sale scanning equipment
Answer: D
Difficulty: Moderate
Skill: Terminology/Concept

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32) _____ relates to the moral principles and values of a retailer.
A) Social responsibility
B) Ethics
C) The golden rule
D) Consumerism
Answer: B
Difficulty: Moderate
Skill: Terminology/Concept

33) The balancing of corporate citizenship with a fair level of profits for stockholders, management, and employees concerns _____.
A) social responsibility
B) ethics
C) the golden rule
D) consumerism
Answer: A
Difficulty: Moderate
Skill: Terminology/Concept

34) The activities of government, business, and other organizations to protect people from practices infringing upon their rights as consumers is _____.
A) consumerism
B) advertising regulation
C) a consumer orientation
D) social responsibility
Answer: A
Difficulty: Moderate
Skill: Terminology/Concept

35) The right to safety, information, choice, and to be heard directly concern _____.
A) social responsibility
B) ethics
C) the golden rule
D) consumerism
Answer: D
Difficulty: Challenging
Skill: Terminology/Concept

36) Which statement concerning value is not correct?
A) Value is based on shoppers' perceptions.
B) Value is based on perceived benefits received versus the price paid.
C) Value relates to tangible product dimensions.
D) A price-oriented shopper seeks low prices.
Answer: C
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

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37) The major difference between value and a value chain is that only _____.
A) value covers tangible benefits
B) value covers intangible benefits
C) the value chain relates to a channel of distribution
D) the value chain covers the total bundle of benefits received by consumers
Answer: B
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

38) Which retail strategy does not provide a differential advantage to a consumer?
A) optimal retail strategy
B) augmented retail strategy
C) expected retail strategy
D) potential retail strategy
Answer: C
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

39) A retailer bases its overall customer service strategy on providing a 7-day return policy, having sufficient quantities of advertised goods on hand, and well-lit parking areas. The retailer's retail strategy can be described as a(n) _____.
A) optimal retail strategy
B) augmented retail strategy
C) expected retail strategy
D) potential retail strategy
Answer: C
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

40) Which return policy can be viewed as part of an augmented retail strategy?
A) 7-day return policy
B) 10-day return policy
C) exchanges allowable but no money-back guarantee
D) unconditional money-back guarantee
Answer: D
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

41) An expected retail strategy for a _____ can be an augmented retail strategy for a(n) _____.
A) costly specialty store; discount store
B) warehouse club; department store
C) shopping center; shopping district
D) chain store; independent retailer
Answer: A
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

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42) The optimal level of a value-oriented retail strategy is a(n) _____.
A) augmented retail strategy
B) potential retail strategy
C) expected retail strategy
D) optimal retail strategy
Answer: B
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

43) Relationship retailing can be distinguished from other retail strategies in that it stresses _____.
A) long-term relationships with existing customers
B) obtaining a constant stream of new customers
C) short-term relationships with both existing and new customers
D) short-term relationships with highly profitable customers
Answer: A
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

44) A regional airline found that its best 10 percent of customers accounted for 35 percent of its total revenues. These customers comprise the hotel's _____.
A) expected customers
B) niche customers
C) loyal customers
D) core customers
Answer: D
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

45) A restaurant carefully trains its employees to give them discretion to correct a service-related problem. For example, a waiter can give a guest a free appetizer if the wait for a table is more than 15 minutes. This illustrates _____.
A) employee empowerment
B) an expected customer service
C) a potential customer service
D) lip service, not real service
Answer: A
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

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46) An advantage to a retailer's use of its individual retailer credit card over a bank-sponsored card is _____.
A) greater flexibility in extending credit
B) lower capital requirements
C) lower interest costs
D) lower bad debt costs
Answer: A
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

47) A retailer seeking to minimize bad debts should utilize what type of credit?
A) revolving credit account
B) commercial credit card
C) option credit account
D) open credit account
Answer: B
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

48) Which type of credit account does not allow a consumer to make a partial payment?
A) layaway plan
B) revolving credit account
C) open credit account
D) option credit account
Answer: C
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

49) Which statement concerning complaints is correct?
A) Most consumers complain when dissatisfied.
B) Complaining is relatively easy.
C) Marketers should make it more difficult for consumers to complain.
D) Most people feel complaining produces little or no positive results.
Answer: D
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

50) Airline-based affinity credit cards that give consumers one airline mile for each $1 charged are an example of a _____.
A) retailer-generated credit card
B) customer loyalty program
C) debit card
D) smart card
Answer: B
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

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51) A customer loyalty program is part of _____.
A) relationship retailing
B) customer satisfaction
C) transactional retailing
D) revolving credit
Answer: A
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

52) To properly study customer defection rates, a retailer needs _____.
A) an experimental design
B) a competitive intelligence reporting system
C) a marketing information system
D) a customer database
Answer: D
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

53) The interdependency among all channel members is expressed _____.
A) in a value delivery system
B) in an independent vertical channel system
C) through vertical integration
D) in franchising
Answer: A
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

54) In micromerchandising, retailers seek to match local assortments to the needs of the population that each store serves. Thus, a supermarket located near a college may feature dormitory supplies, while a store located in a family area may feature discounts on frozen foods. Micromerchandising is a form of _____.
A) value-oriented strategy
B) adaptation strategy
C) category management
D) consumerism
Answer: C
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

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55) A retailer develops a merchandise plan on the basis of classifying goods into substitutes or complements. This illustrates _____.
A) self-scanning
B) nongoods services
C) just-in-time inventory management
D) category management
Answer: D
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

56) Which service most closely resembles goods-based retailing?
A) rented-goods services
B) leased-goods services
C) nongoods services
D) owned-goods services
Answer: A
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

57) The purchase of a Toyota Camry hybrid car on the basis of a three-year loan is a goods-based transaction; the lease of a Toyota Camry hybrid car on the basis of a three-year lease is a(n) _____.
A) rented-goods service
B) leased-goods service
C) nongoods service
D) owned-goods service
Answer: A
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

58) Low-cost financing available from manufacturers for purchases of capital goods may lower the overall demand for _____ services.
A) owned-goods
B) leased-goods
C) nongoods
D) rented-goods
Answer: D
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

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59) Instruction in home repair by home improvement centers is likely to reduce the demand for _____ services.
A) rented-goods
B) leased-goods
C) nongoods
D) owned-goods
Answer: D
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

60) Which service is the least tangible?
A) rented-goods services
B) leased-goods services
C) nongoods services
D) owned-goods services
Answer: C
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

61) The statement "in the supermarket, lettuce wilts; in a Broadway show, the curtain goes up" refers to which characteristic of services?
A) the high variability in services
B) the inseparability of the services from its provider
C) low tangibility
D) inability to stockpile inventories
Answer: D
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

62) A major problem for a service retailer seeking to expand into new geographic markets is _____.
A) the high variability of services
B) the inseparability of the services from its provider
C) low tangibility
D) inability to stockpile inventories
Answer: B
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

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63) A potential problem relating to scanning that is unique to the self-checkout system is _____.
A) consumer fraud
B) scanner error
C) employee training of how to use the scanner
D) need for special shopping bags
Answer: A
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

64) A retailer can encourage ethical behavior among its employees through the development and communication of a _____.
A) corporate mission statement
B) code of ethics
C) customer exchange policy
D) customer service standard
Answer: B
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

65) The major difference between social responsibility of retailers and consumerism is that _____.
A) consumerism is concerned with moral issues, while social responsibility is concerned with legal issues
B) social responsibility is concerned with moral issues, while consumerism is concerned with legal issues
C) social responsibility reflects an obligation to all parties (employees, the general public), whereas consumerism is concerned with the obligation to consumers
D) consumerism reflects an obligation to all parties (employees, the general public), whereas social responsibility is concerned with the obligation to consumers
Answer: C
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

66) A retailer can best implement a consumer's "right to safety" by _____.
A) providing an exchange policy on all goods and services
B) refusing to sell foods with any additive
C) nutritional labeling of all food products
D) engaging in systematic product testing programs
Answer: D
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

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67) A retailer can best implement a consumer's "right to be informed" by _____.
A) giving a consumer advice newsletter to all customers
B) selling private label merchandise
C) sponsoring a consumer advisory panel
D) providing a money-back guarantee on all goods and services
Answer: A
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

68) Increased deregulation of industries should have a positive impact on which consumer right?
A) the right to be heard
B) the right to safety
C) the right to choose
D) the right to be informed
Answer: C
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

69) Which of the following is a potential consumerism-related difficulty with a specialization merger?
A) A consumer's right to safety may be lessened.
B) A consumer's right to be heard may be lessened.
C) A consumer's right to choose may be lessened.
D) A consumer's right to be informed may be lessened.
Answer: C
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

70) A retailer has a consumer advisory committee which meets monthly with a vice-president of operations. The committee reflects which element of the consumer's bill of rights?
A) the right to be heard
B) the right to safety
C) the right to choose
D) the right to be informed
Answer: A
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

71) Generally, consumers are more concerned with the results of a value chain, as opposed to the value chain process.
Answer: TRUE
Difficulty: Moderate
Skill: Terminology/Concept

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72) An expected retail strategy involves a higher level of customer service than an augmented retail strategy.
Answer: FALSE
Difficulty: Challenging
Skill: Terminology/Concept

73) Relationship retailing is based on the building and maintenance of long-term relationships with profitable customers.
Answer: TRUE
Difficulty: Moderate
Skill: Terminology/Concept

74) A good relationship retailing program requires a database to maintain the retailer's customer loyalty program and to determine defection rates.
Answer: TRUE
Difficulty: Challenging
Skill: Terminology/Concept

75) The value delivery system concept suggests that each channel member must retain its standard retail tasks.
Answer: FALSE
Difficulty: Challenging
Skill: Terminology/Concept

76) The service strategy process for services retailing is the same as for goods retailing.
Answer: TRUE
Difficulty: Challenging
Skill: Terminology/Concept

77) There are no physical products in nongoods services.
Answer: TRUE
Difficulty: Moderate
Skill: Terminology/Concept

78) The perishability of services prevents the shifting of services from low to high demand periods.
Answer: TRUE
Difficulty: Challenging
Skill: Terminology/Concept

79) Service retailers often seek to reduce the perishability of services through standardization.
Answer: FALSE
Difficulty: Challenging
Skill: Terminology/Concept

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80) Most electronic banking transactions are now through debit cards.
Answer: FALSE
Difficulty: Moderate
Skill: Terminology/Concept

81) An increasingly popular point-of-sale system involves self-scanning.
Answer: TRUE
Difficulty: Moderate
Skill: Terminology/Concept

82) The standard of what constitutes ethical behavior is whether the proposed act is legal.
Answer: FALSE
Difficulty: Challenging
Skill: Terminology/Concept

83) A retailer can promote ethical behavior through the development of a code of ethics and through disciplining employees that violate the code.
Answer: TRUE
Difficulty: Moderate
Skill: Terminology/Concept

84) When an action affects stockholders, employees, and the general public, it involves consumerism.
Answer: FALSE
Difficulty: Challenging
Skill: Terminology/Concept

85) Self-service merchandising makes the implementation of consumerism more difficult, especially with respect to the right of information.
Answer: TRUE
Difficulty: Challenging
Skill: Terminology/Concept

86) The value chain concept relates to a channel of distribution.
Answer: TRUE
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

87) A retailer concerned with relationship retailing should concern itself with attracting and keeping new customers.
Answer: FALSE
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

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88) Developing a description of a retailer's core customers is an important part of developing a target market strategy for a retailer.
Answer: TRUE
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

89) In contrast to a revolving credit account, with an open account, a consumer must pay the full balance when it is due.
Answer: TRUE
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

90) Customer loyalty programs are based on the concept of reinforcing a consumer's purchasing activity.
Answer: TRUE
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

91) A simple customer loyalty program can be based on "pay for nine car washes, get the 10th car wash for free."
Answer: TRUE
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

92) The central premise of a value delivery system is that each channel member is independent of each other.
Answer: FALSE
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

93) Category management seeks to improve a retailer's inventory management system.
Answer: TRUE
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

94) Rented-goods service retailers require little or no inventory investment.
Answer: FALSE
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

95) The same product can be a rented-goods service or a good, depending on whether it is purchased or leased.
Answer: TRUE
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

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96) The concepts of intangibility, variability, and inseparability are most applicable to nongoods services.
Answer: TRUE
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

97) The basic ongoing expense for many service retailers is inventory investment costs.
Answer: FALSE
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

98) Point-of-sale scanning equipment enables retailers to develop up-to-date sales and inventory reports.
Answer: TRUE
Difficulty: Moderate
Skill: Applied/Comprehensive/Integrative

99) A major concern relating to the success of self-scanning is consumer honesty.
Answer: TRUE
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

100) Consumerism is a broader concept than social responsibility.
Answer: FALSE
Difficulty: Challenging
Skill: Applied/Comprehensive/Integrative

101) Differentiate between the terms "value" and the "value chain."
Difficulty: Moderate

102) a. Explain the difference between expected, augmented, and potential retail strategies.
b. Apply these concepts to a retailer featuring high-quality high definition televisions.
Difficulty: Challenging

103) Develop a relationship retailing program for a local hotel chain. Incorporate the customer base, customer loyalty programs, and defection rates into your analysis.
Difficulty: Challenging

104) Explain the implications for channel relations of the value delivery system concept.
Difficulty: Moderate

105) "The attributes of perishability, intangibility, and inseparability relate most to nongoods services and least to rented-goods services." Explain this statement.
Difficulty: Challenging

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106) Describe the strategic implications of the characteristics of service retailing: intangibility, inseparability, perishability, and variability.
Difficulty: Moderate

107) a. What factors have increased the role of technology in retailing?
b. Describe three technological innovations and their impact on retail strategies.
Difficulty: Challenging

108) What are the pros and cons of the use of ATMs in retail locations from the perspective of the retailer and the banking institution?
Difficulty: Challenging

109) Describe 10 potential applications of electronic point-of-sale systems in improving a retailer's productivity.
Difficulty: Challenging

110) Differentiate among ethics, social responsibility, and consumerism.
Difficulty: Moderate

111) Develop a code of ethics for a local computer retailer.
Difficulty: Challenging

112) A major supermarket chain seeks to develop a consumer-oriented program. Develop such a program based on the right to safety, to be informed, to choose, and to be heard.
Difficulty: Challenging

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