Sustainable Marketing 3rd edition Dahlstrom Test Bank

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CHAPTER 1: An Overview of Sustainable Marketing

Interactive Learning

In this exercise, students form teams to answer one of the following questions. Class discussion is built around each group presenting their ideas concerning sustainability in fast food, apparel, etc..

Some people suggest that sustainability is just a buzzword – if they ignore it, it will eventually go away. Others see it as something that companies must do to remain in existence. Offer examples of companies in the fast food industry that take the former approach (i.e., ignoring sustainability) and the latter approach. What are the merits of both perspectives?

Some people suggest that sustainability is just a buzzword – if they ignore it, it will eventually go away. Others see it as something that companies must do to remain in existence. Offer examples of companies in the apparel industry that take the former approach (i.e., ignoring sustainability) and the latter approach. What are the merits of both perspectives?

Some people suggest that sustainability is just a buzzword – if they ignore it, it will eventually go away. Others see it as something that companies must do to remain in existence. Offer examples of companies in the auto industry that take the former approach (i.e., ignoring sustainability) and the latter approach. What are the merits of both perspectives?

Some people suggest that sustainability is just a buzzword – if they ignore it, it will eventually go away. Others see it as something that companies must do to remain in existence. Offer exa.mples of companies in the personal computing and phone industry that take the former approach (i.e., ignoring sustainability) and the latter approach. What are the merits of both perspectives?

Some people suggest that sustainability is just a buzzword – if they ignore it, it will eventually go away. Others see it as something that companies must do to remain in existence. Offer examples of companies in education that take the former approach (i.e., ignoring sustainability) and the latter approach. What are the merits of both perspectives?

Some people suggest that sustainability is just a buzzword – if they ignore it, it will eventually go away. Others see it as something that companies must do to remain in existence. Offer examples of companies in the beverage industry that take the former approach (i.e., ignoring sustainability) and the latter approach. What are the merits of both perspectives?

Some people suggest that sustainability is just a buzzword – if they ignore it, it will eventually go away. Others see it as something that companies must do to remain in existence. Offer examples of companies in the tourism industry that take the former approach (i.e., ignoring sustainability) and the latter approach. What are the merits of both perspectives?

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Multiple Choice Questions

_____ 1. Retailers consider what to be a sustainable product?
CH1.4
a. Paper
b. Plastic
c. Phosphate-free detergents
d. Gasoline
e. Styrofoam

_____ 2. What is not considered to be part of the Triple bottom line?
CH1.6
a. Economic Performance
b. Social Performance
c. Environmental Performance
d. Sustainable Performance
e. None of the above are part of the triple bottom line.

_____ 3. Companies evolve around their management of sustainable marketing activity by:
CH1.7
a. Moving from just recycling of products to limiting the impact to the environment from the products
b. Moving from limiting the impact to the environment from products to recycling products
c. Moving recycled products from dumpsters to recycling centers
d. Moving focus from the company's processes to the company's final output
e. Reducing efforts to reduce, reuse, and recycle.

_____ 4. When Fetzer Vineyards created a goal of zero waste in 1990, it reduced the amount of waste it sends to landfills by:
CH1.7
a. waste reduction programs that involve recycling of fluorescent tubes and glass.
b. waste reduction programs that involve recycling of bottles.
c. waste reduction programs that involve recycling of antifreeze.
d. All of the above
e. None of the above

_____ 5. Consumer decision making can be influenced by the:
CH1.8
a. Knowledge that they are helping to reduce climate change
b. Corporations that reduce pollution instead of focusing solely on profitability
c. Desire to be associated with environmentally-friendly products and organizations
d. All of the above
e. None of the above

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_____ 6. Which of the following is not typically a sustainable manufacturing technique?

CH1.12
a. Lowering facility size
b. Increasing material storage
c. Using just-in-time inventory
d. Decreasing waste
e. All of the above techniques enhance sustainable manufacturing

_____ 7. Which of the following activities are not beneficial to sustainable marketing?

CH1.13
a. Decreasing waste by maximizing raw material usage
b. Eliminating fuel costs by efficiently route deliveries
c. Decreasing customer service satisfaction
d. Effectively tracing products from start to finish
e. None of the above are beneficial.

_____ 8. Which of the following activities is most closely associated with a sustainable strategy that eliminates waste in the supply-chain?

CH1.13
a. Consumer security
b. Consumer privacy
c. Political activity
d. Route planning
e. All of the above.

_____ 9. New York City expects to reduce air pollution by removing _____ of gasoline driven taxis and replacing them with electric vehicles by 2020.

CH1.14
a. ¼
b. ½
c. 2/3
d. 1/3
e. 2/7

CH1.14 10. _____ refers to any behavior associated with the procurement, purchasing, sales, consumption and post-consumption of product offering.
a. Market action
b. Market plan
c. Market report
d. Market Strategy
e. Market development

_____ 11. Energy consumption and greenhouse gas emissions are associated with what industrial contexts?

CH1.17
a. Manufacturing
b. Household
c. Service
d. Transportation
e. All the above

_____ 12. Sustainable _____ emerges from analysis of the economic, relational and ecological returns pursued in a market.

CH1.16
a. Planning
b. Beliefs
c. Value
d. Marketing
e. Costing

_____ 13. Deforestation, development and climate change are associated with an increase in _____.

CH1.14
a. Global timing
b. Endangered species
c. Mass transit
d. Market growth
e. Biodiversity

_____ 14. Sustainable marketing can influence:

CH1.13
a. Climate change
b. The carbon footprint of fossil fuels
c. Consumer rents
d. All of the above
e. None of the above

_____ 15. Corporate initiatives that focus on a sustainable market have multiple implications for its _____.

CH1.11
a. Workforce
b. Profits
c. Success
d. Strategy
e. All of the above

_____ 16. Procter & Gamble changed the packaging of the Gillette Fusion ProGlide Razor and decreased the use of plastics and other petrochemical products by _____percent.

CH1.12
a. 42
b. 77
c. 60
d. 57
e. None of the above

_____ 17. Sustainable products should seek to improve _____ performance, economic outcomes, and customer satisfaction.

CH1.9

a. Promotional
b. Environmental
c. Workforce
d. Energy
e. Water

_____ 18. The study of all efforts to consume, produce, distribute, promote, package, and reclaim products in a manner to achieve ecological, economic, and social objectives.

CH1.6

a. Social marketing
b. Sustainable marketing
c. Sustainable marketing management
d. Marketing
e. Science

_____ 19. The process of planning and executing the marketing mix to facilitate consumption, production, distribution, promotion, packaging, and product reclamation in a manner that is sensitive or responsive to ecological concerns.

CH1.7

a. Social marketing
b. Sustainable marketing
c. Sustainable marketing management
d. Marketing
e. Sustainable Commerce

_____ 20. _____ is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.

CH1.4

a. Marketing
b. Sustainable marketing
c. Sustainable marketing management
d. Social marketing
e. Services marketing.

True-False Questions

F
CH1.7

1. Interdependencies do not exist between different stages of the supply chain.
Interdependencies do exist between different stages of the supply chain.

F
CH1.15

2. The central factor in the pursuit of sustainability is the price that market offerings provide to consumers.
The central factor in the pursuit of sustainability is the value that market offerings provide to consumers

T
CH1.15

3. According to the WHO, sustainability refers to development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

F
CH1.6

4. Sustainable marketing is limited to non-government organizations.
Sustainable marketing is not limited to non-government organizations.

T
CH1.13

5. A hybrid engine is a product innovation while a just-in-time inventory system is a process innovation.

T
CH1.13

6. The need for remediation of pollution without removing soil is an increasingly important issue in industry.

T
CH1.12

7. Green chemistry focuses on the efficient use of raw materials, the elimination of waste and the avoidance of toxic or hazardous solvents and reagents and solvents in the manufacture and application of chemical products

T

8. In a sustainable supply chain, controlling costs and enhancing productivity at one stage of the supply chain cannot occur at the expense of other stages.

T
CH 1.3

9. Everyone has the opportunity to engage in sustainable marketing in today's economy.

F
CH 1.3

10. When Samso, Denmark increased its use of renewable energy, it increased its carbon footprint.
When Samso, Denmark increased its use of renewable energy, it decreased its carbon footprint.

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