

Section 5-1 Review Questions

Name _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) Writing a code of ethics will help a business to _____
A) enhance its reputation
B) avoid legal problems
C) attract quality employees
D) all of the above
- 2) Which of the following is not considered a universal value? _____
A) competition
B) generosity
C) obeying the law
D) responsible behavior
- 3) A practical reason for following business ethics is to _____
A) encourage fair use
B) motivate employees
C) protect intellectual property
D) avoid copyright infringement
- 4) When a musical work is created, it is protected by a _____
A) trademark
B) copyright
C) patent
D) none of the above
- 5) A device or process can be protected by a _____
A) copyright
B) patent
C) trademark
D) all of the above
- 6) A brand name can be legally protected by a _____
A) patent
B) copyright
C) trademark
D) all of the above
- 7) A retailer who receives gifts from one of his suppliers runs the risk of a _____
A) confidentiality infringement
B) conflict of interest
C) social media interaction
D) property infringement
- 8) A code of ethics describes a business's moral philosophy when it reflects _____
A) universal values
B) protection of confidentiality
C) environmental responsibility
D) fair use
- 9) A business demonstrates transparency by _____
A) protecting whistle-blowers
B) encouraging communication
C) using social media
D) all of the above
- 10) When transparency is practiced in a business, _____
A) the fair use doctrine is in effect
B) intellectual property is protected
C) employees know how their retirement fund is being invested
D) none of the above

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 11) A musical work should be patented to protect it from being copied. _____

- 12) A whistle-blower is someone who infringes on a copyright. 12) _____
- 13) A patent is a symbol that indicates that a brand name is legally protected. 13) _____
- 14) Copyright includes works published on the Internet. 14) _____
- 15) Intellectual property refers to patented inventions. 15) _____
- 16) A conflict of interest exists when personal considerations and professional obligations interfere with each other. 16) _____
- 17) If a patented invention is used in a new product, the inventor must be compensated unless the invention has the status of public domain. 17) _____
- 18) Some creative works have the status of fair use, which means that their copyright has expired. 18) _____
- 19) Confidentiality can be an ethical concern for entrepreneurs. 19) _____
- 20) A blog is an example of social media. 20) _____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 21) Values shared by all cultures throughout history are called _____ values. 21) _____
- 22) Moral principles applied to business issues and actions are called business _____. 22) _____
- 23) Openness and accountability in business decisions is referred to as _____. 23) _____
- 24) Social _____ are interactive electronic forms of communication. 24) _____
- 25) A(n) _____ is the term used to describe someone who reports illegal or unethical conduct to superiors or to the public. 25) _____
- 26) Artistic and industrial creations of the mind are referred to as _____ property. 26) _____
- 27) _____ is the exclusive right to perform, display, copy, or distribute an artistic work. 27) _____
- 28) A(n) _____ is the exclusive right to make, use, or sell a device or process. 28) _____
- 29) A(n) _____ is a symbol that indicates that the use of a brand or brand name is legally protected and cannot be used by others. 29) _____
- 30) Violating someone's exclusive rights on a product is called _____. 30) _____