

16. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	SA	A	NO	D	SD
17. Much advertising done by business is misleading to the consumer.	SA	A	NO	D	SD
18. Effective advertising may have to be somewhat misleading.	SA	A	NO	D	SD
19. It is in the long run self interest of business to protect the customer.	SA	A	NO	D	SD
20. The average customer is less ethical in dealing with business than the business is in dealing with that customer.	SA	A	NO	D	SD
21. No employee should be required to engage in business practices that the employee considers unethical.	SA	A	NO	D	SD
22. In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	SA	A	NO	D	SD
23. Wages and salaries should vary according to an employee's productivity.	SA	A	NO	D	SD
24. Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	SA	A	NO	D	SD
25. Wages and salaries should vary primarily with the employee's years of service with the firm.	SA	A	NO	D	SD
26. Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	SA	A	NO	D	SD
27. The corporation should seek to maximize short-run profits.	SA	A	NO	D	SD
28. The corporation should seek to earn a satisfactory rate of return for stockholders.	SA	A	NO	D	SD
29. The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	SA	A	NO	D	SD

To what extent are ethical standards of business executives influenced by:

30. Peer group pressures	SA	A	NO	D	SD
31. Prevailing industry practice	SA	A	NO	D	SD
32. Perceived preference of top executives	SA	A	NO	D	SD
33. Family Experiences	SA	A	NO	D	SD
34. Church experiences	SA	A	NO	D	SD
35. Educational experiences	SA	A	NO	D	SD
36. Company's ethical code or policy	SA	A	NO	D	SD
37. Professional ethical code	SA	A	NO	D	SD
38. Society's moral climate	SA	A	NO	D	SD

Other Issues

39. All institutions in our society should seek to promote the interests of individuals.	SA	A	NO	D	SD
40. Individual freedom may have to be partly restricted in order for organizations to effectively function.	SA	A	NO	D	SD
41. The government should redistribute income in order to assure a minimum standard of living for all citizens.	SA	A	NO	D	SD
42. Government should provide incentives for business to get involved in solving social problems.	SA	A	NO	D	SD
43. Truth in lending regulations are needed to protect the customer.	SA	A	NO	D	SD
44. Antitrust laws prohibiting price fixing benefit the customer.	SA	A	NO	D	SD
45. Lazy or incompetent employees should be fired.	SA	A	NO	D	SD
46. A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	SA	A	NO	D	SD
47. The corporation should seek to maximize long run profits.	SA	A	NO	D	SD

Background Characteristics	
1. Did you ever take a formal course in ethics or moral philosophy?	1. Yes 2. No
2. What is your present title or position?	
3. In which state do you work:	
4. What is the approximate number of employees in your company?	
5. What is the largest general area of business for your company?	
6. What is the functional area in which you have primarily worked?	
7. What is your gender?	1. Male 2. Female

Thank you for your assistance. Please return to Paul Thistlethwaite, Dept of Mktg/Finance, WIU, Macomb, IL. 61455.