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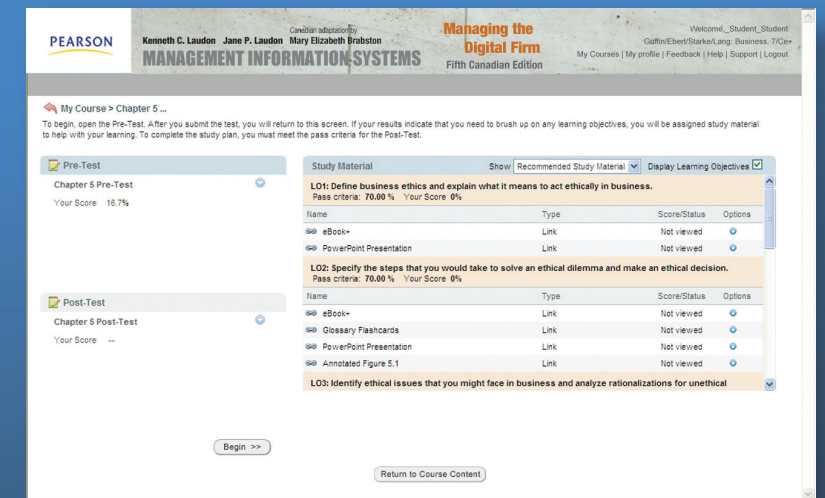
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## MyMISLab provides

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- Additional quiz material for practice
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## Pearson eText

**CHAPTER 5 Business Ethics and Social Responsibility** 107

like approaching a traffic light. Red and green lights are easy—you know what they mean and exactly what to do. Yellow lights are trickier. Before you decide which pedal to hit, try posing our five questions. If you get a single yes, you will be much better off hitting the brake.<sup>24</sup>

**QUICK QUIZ 5.1**  
Before going on to find out more about specific ethical issues, take a few minutes to test what you have learned about the principles of ethics, ethical dilemmas, and ethical decision making.  
Go to [www.pearsoned.ca/mybusinesslab](http://www.pearsoned.ca/mybusinesslab)

**LEARNING LAB 5.2**  
How would you respond if faced with an ethical dilemma? Go to [www.pearsoned.ca/mybusinesslab](http://www.pearsoned.ca/mybusinesslab) and complete Learning Lab 5.2: "Picture Yourself in This Situation."

**LO3 IDENTIFYING ETHICAL ISSUES**  
Make no mistake about it: When you enter the business world, you will find yourself in situations in which you will have to choose the appropriate behaviour. How, for example, would you answer questions such as the following?

- Is it okay to accept a pair of sports tickets from a supplier?
- Can I buy office supplies from my brother-in-law?
- Is it appropriate to donate company funds to my local community centre?

**5 Ask yourself:**

- 1 Is the action illegal?
- 2 Is it unfair to some parties?
- 3 If I take it, will I feel bad about it?
- 4 Will I be ashamed to tell my family, friends, co-workers, or boss?
- 5 Will I be embarrassed if my action is written up in the local newspaper?

**Figure 5.2** How to Avoid an Ethical Lapse  
Obviously, the types of ethical situations you could find yourself in are numerous. Fortunately, we can break them down into a few basic categories: *bribes, conflicts of interest, conflicts of loyalty, issues of honesty and integrity, and whistle-blowing*. Let's look a little more closely at each of these categories.

**Bribes versus Gifts**  
It is not uncommon in business to give and receive small gifts of appreciation. But when is a gift unacceptable? When is it really a

Pearson eText gives students access to the text whenever and wherever they have access to the internet. eText pages look exactly like the printed text, offering powerful new functionality for students and instructors.

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## Improve Your Grade

It's easy to prepare wisely with practice quizzes and tutorials.

**PEARSON** Canadian adaptation by Kenneth C. Laudon Jane P. Laudon Mary Elizabeth Brabston  
**MANAGEMENT INFORMATION SYSTEMS** **Managing the Digital Firm** Fifth Canadian Edition  
Welcome, Student Student Griffin/Ebert/Starke/Lang: Business, 7/Ce  
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**Gradebook**  
Use the Grades section, to view grades for completed assignments/activities. Click to open different course content folders to view available grades for that content as applicable.

My Course > Chapter 6: Sensation and Perception > Study Plan - Chapter 6

Course Content	Display: All Items   Completed Items   Assigned Items	Filter by Content Type: No Filter Applied
Back	Activity	Grade Options
Our Sensational Senses	Chapter 6 Post-Test - Post-Test	70.3
Vision	Chapter 6 Pre-Test - Pre-Test	22.2
Hearing		
Other Senses		
Perceptual Powers: Origins and Influences		
Puzzles of Perception		

*MyMISLab helps you focus your efforts where they are needed. Know your strengths and weaknesses before your first in-class exam.*

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