

Name: _____ Date: _____



Chapter 4 Review

Read and Write

Instructions

Review the **Case Study: Ethics in Entrepreneurship**, which was about a business owner who came across an ethical issue when reviewing a marketing campaign. After reviewing the case study, write a 1–2 page essay about possible decisions the owner could have made and the repercussions of each decision.

1. How should Sara approach the problem?
2. Identify two possible decisions Sara could make and the effects those may have.
3. What is the benefit of Sara utilizing the marketing research process to solve this problem?