

Hempstead High School

MARKETING: Section 2

Lesson 2-7: Quiz A

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

What is another name for the Volkswagen Clean Diesel Scandal?

- Volksfraud
- Greenwashgate
- Dieselgate
- Emissionsgate

Question 2

/1

What deceptive marketing tactic did Volkswagen use?

- Greenwashing
- Whitewashing
- Redwashing
- Bluewashing

Question 3

/1

What was the primary purpose of the "defeat device" installed in Volkswagen vehicles?

- To manipulate emissions tests
- To increase engine performance
- To improve fuel efficiency
- To lower emissions permanently

Name: _____

Question 4

/1

Which agency in the United States discovered Volkswagen's emissions fraud?

- Federal Trade Commission (FTC)
- Department of Transportation (DOT)
- National Highway Traffic Safety Administration (NHTSA)
- Environmental Protection Agency (EPA)

Question 5

/1

What pollutant did Volkswagen's defeat device help conceal in tests?

- Nitrogen oxide (NOx)
- Sulfur dioxide (SO₂)
- Carbon dioxide (CO₂)
- Methane (CH₄)

Question 6

/1

How many Volkswagen vehicles worldwide were found to contain the defeat device?

- 5 million
- 11 million
- 500,000
- 1 million

Name: _____

Question 7

/1

What was the primary environmental consequence of Volkswagen's deception?

- Increased fuel consumption
- Increased deforestation
- Increased water pollution
- Increased air pollution

Question 8

/1

What was the initial estimated fine Volkswagen faced in the U.S.?

- \$18 billion
- \$25 billion
- \$5 billion
- \$10 billion

Question 9

/1

What was the final settlement Volkswagen agreed to pay in the U.S.?

- \$10.5 billion
- \$15.3 billion
- \$20 billion
- \$25 billion

Name: _____

Question 10

/1

Which Volkswagen CEO resigned due to the scandal?

- Herbert Diess
- Matthias Müller
- Ferdinand Piëch
- Martin Winterkorn

Question 11

/1

What marketing claim did Volkswagen use to promote their diesel vehicles?

- Clean Diesel
- Hybrid Efficiency
- Zero Emissions Technology
- Ultra Low Carbon Innovation

Question 12

/1

In what year did the Volkswagen scandal become public?

- 2009
- 2012
- 2015
- 2018

Name: _____

Question 13

/1

What effect did the scandal have on Volkswagen's brand image?

- It suffered significant damage although sales did not completely drop off
- It resulted in immediate bankruptcy, but Volkswagen emerged a stronger company due to the scandal
- It improved due to transparency
- It remained unchanged; Volkswagen sales did not suffer at all after the scandal

Question 14

/1

What unexpected trend occurred with Volkswagen's sales immediately after the scandal?

- Sales doubled since the scandal
- Sales were banned worldwide and now Volkswagen was renamed Ferrari
- Sales plummeted instantly and have failed to recover
- Sales remained stable but dropped slightly; but other factors might have played in to the drop

Question 15

/1

Which of the following vehicle brands was also impacted by Volkswagen's defeat device?

- Audi
- Ford
- Tesla
- BMW

Name: _____

Question 16

/1

How did the scandal affect the resale value of Volkswagen diesel vehicles?

- Prices dropped significantly
- Volkswagen bought back every vehicle
- Prices increased
- Prices remained the same

Question 17

/1

What long-term shift occurred in the automotive industry after the scandal?

- Decreased regulation of emissions
- Increased investment in electric vehicles
- More diesel engine production
- Higher demand for Volkswagen cars

Question 18

/1

How did Volkswagen attempt to rebuild consumer trust after the scandal?

- By investing in electric vehicles and sustainability initiatives
- By continuing to promote diesel cars
- By avoiding discussions about the issue
- By suing regulatory agencies

Name: _____

Question 19

/1

What regulatory action did many governments take after the Volkswagen scandal?

- Banned diesel vehicles worldwide
- Increased subsidies for diesel cars
- Eliminated emissions testing
- Strengthened emissions regulations

Question 20

/1

What is the key ethical lesson from the Volkswagen emissions scandal?

- Consumer trust is irrelevant to company profits
- Companies should focus solely on maximizing revenue
- Lying to regulators is acceptable in competitive markets
- Transparency and corporate integrity are crucial for business success