

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE
BCOM 329: MARKETING ETHICS**

STREAMS:

TIME: 2 HOURS

DAY/DATE: FRIDAY 23/07/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

Answer any other two questions on the question paper

Do not write anything on the question paper

1. Using your expertise in marketing ethics, undertake the following tasks;
 - (a) Identify the pertinent concerns that an organization should consider as a first step in setting up an ethics programme. [11 marks]
 - (b) Specify the ethical issues that may arise when offensive marketing practices are designed specifically for minorities. [6 marks]
 - (c) Distinguish between the benefits of business ethics to customers and suppliers. [9 marks]
 - (d) Differentiate between the main benefit of marketing research to both the sponsoring company and its consumers. [4 marks]
2. The management of Njuri Consumer Packers Ltd request you assist their senior managers appreciate marketing ethics by undertaking the following:

- (a) Describe the unfair deceptive practices common in advertising that we have to guard against. [14 marks]
- (b) Justify (i) why any activity would qualify to be regarded as corporate espionage and (ii) why such activities would be regarded as unethical. [6 marks]
3. Your marketing manager requires you to introduce marketing ethics to newly recruited employees by undertaking the following:
- (a) Distinguish between the ways in which respondents can be abused by researchers. [4 marks]
- (b) Provide guidance on how to set up the necessary guidelines that will help focus attention on environmental concerns and corporate responsibility. [8 marks]
- (c) Differentiate the factors that influence ethical marketing behaviour in an organization. [8 marks]
4. You have been appointed the leader of a team tasked with strengthening the marketing ethics function in your company support the team by undertaking the following:
- (a) Discuss the demeaning stereotypes regarding women that raise ethical issues in marketing practice. [6 marks]
- (b) Present an analysis of the employee experiences that would identify employees working in an organization with an active ethics programme. [7 marks]
- (c) Expound on the basis of the criticism that advertising makes people too materialistic and a marketers likely response to such claims. [7 marks]
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