

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF COMMERCE

BCOM 425: MARKETING ETHICS

STREAMS: BCOM Y4S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 7/12/2017

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer Question ONE and any other TWO Questions
- Do not write on the question paper

QUESTION ONE

- (a) Introduce Marketing Ethics to your management by undertaking the following:
- (b) Discuss the areas of concern that an organization should consider as a first step in setting up an ethics programme. [11 Marks]
- (c) Distinguish among the characteristics common to bodies that claim to be professions. [9 Marks]
- (d) Demonstrate how you can use the abundance principle to justify why marketers engage in advertising activities. [4 Marks]
- (e) Demonstrate by use of specific attributes how you would identify a body which has matured to be considered a profession. [6 Marks]

QUESTION TWO

Mugwe and Ndagani Manufacturers require your assistance as follows:

- (a) Provide the basis upon which you can justify the expenditure incurred in advertising. [9 Marks]
- (b) Provide the evidence that you would give to support a case of ethical misconduct against a professional. [11 Marks]

QUESTION THREE

Facilitate a seminar in Marketing Ethics, by undertaking the following:

- (a) Present the steps a firm should follow in setting a social audit. [10 Marks]
- (b) Justify why some specific activities regarding marketing to children are bound to raise questions. [10 Marks]

QUESTION FOUR

Assist members of your team appreciate marketing ethics concepts as follows:

- (a) Provide the main benefit of marketing research to both the sponsoring company and its consumers. [4 Marks]
 - (b) Advise your management on the series of steps any occupation has to pass through to evolve into a profession. [8 Marks]
 - (c) Provide guidance on how to set up the necessary guidelines that will help focus attention on environmental concerns and corporate responsibility. [8 Marks]
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