

**CHUKA**



**UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 329: MARKETING ETHICS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 17/04/2018**

**8.30 A.M – 10.30 A.M**

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**INSTRUCTION:**

- **Answer question one and any other two questions**
- **Do not write on the question paper**

1. Introduce marketing ethics to newly recruited employees by undertaking the following:
  - (a) Distinguish among the characteristics common to bodies that claim to be professions. [9marks]
  - (b) Assist your organization to differentiate the unethical practices of consumers which can cost the marketer huge amounts in lost sales revenue and prevention expenses. [9marks]
  - (c) Justify why advertising is considered to be morally neutral. [3marks]
  - (d) Distinguish between the moral principles that should guide advertisers in their activities. [9marks]
2. As an expert in marketing ethics, assist Chuka manufacturers ltd as follows:
  - (a) Distinguish the service ideals contained in a generic code of conduct that professionals have always to be concerned with. [12marks]
  - (b) With specific examples, demonstrate how marketers can engage in deceptive practices in regard to the elements of the marketing mix. [8marks]
3. Your management requires you to facilitate a seminar by addressing the following:

(a) Researchers should always be concerned about some specific responsibilities they hold towards the respondents. Discuss. [12marks]

(b) Distinguish the performance requirements in the distribution function which lead to performance pressures which raise ethical questions in marketing practices. [8marks]

4. Use the recently acquired skills in Marketing Ethics to undertake the following:

(a) Expound on the costs that an organization has to incur in setting up an ethics programme. [8marks]

(b) Identify the ethical issues that may arise when offensive marketing practices are designed specifically for minorities. [6marks]

(c) Identify the ethical issues in regard to marketing research that involve both internal and external researchers. [6marks]

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