

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCOM 329: MARKETING ETHICS

STREAMS: BCOM (Y3S2)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

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

Q1. Marketing manager of fresh fruits packers ltd, requires your support to introduce marketing ethics by undertaking the following:

- (a) Assist the organization to identify the unethical practices of consumers which can cost the marketer huge amounts in lost sales revenue and prevention expenses [10 marks]
- (b) With specific examples, demonstrate how marketers can engage in deceptive practices in regard to the elements of the marketing mx [8 marks]
- (c) Provide the reasons which justify clients concern about the treatment they receive from researchers [8 marks]
- (d) Becoming a professional was originally considered to amount to answering a calling or vocation. What new develops demonstrate a departure of professions from this stated objective. [4 marks]

BCOM 329

Q2. Using your expertise in marketing ethics, undertake the following tasks:

(a) Assist your organization differentiate between the costs associated with setting up an ethics programme. [9 marks]

(b) Provide the evidence that you would give to support a case of ethical misconduct against a professional [11 marks]

Q3. You are required to address a meeting for marketing society of Kenya as follows:

(a) (i) Distinguish between marketing ethics and business ethics [10 marks]
(ii) Expound on the reasons as to why marketing ethics is attracting more attracting than before. [10 marks]

(b) Offer clarification why advertising is likely to attract public attention and the justification for engaging in advertising. [10 marks]

Q4. As a team leader you are required to undertake the following tasks:

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

(b) Distinguish the service ideals contained in a generic code of conduct that professional have always to be concerned with [12 marks]
