



**UNIVERSITY EXAMINATIONS**  
**2020/2021 ACADEMIC YEAR**  
**FOURTH YEAR SECOND SEMESTER**  
**MAIN EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE: BCM 453E**

**COURSE TITLE: MARKETING ETHICS**

**DATE: 06/10/2021**

**TIME: 2.00 – 4.00PM**

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**INSTRUCTION TO CANDIDATES**

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

**TIME: 2 Hours**

**KIBU observes ZERO tolerance to examination cheating**

### QUESTION ONE

- a) The Marketing ethics should be considered from an individual and organizational perspective. From the individual perspective personal values and moral philosophies are the key to ethical decisions in marketing. Discuss values that guide complex marketing decisions in the context of an organization. (10 marks)
- b) Marketing Association (2013) stating that “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” Describe principles of marketing ethics (10 marks)
- c) Discuss main aspects of socially responsible marketing (10 marks)

### QUESTION TWO

- a) Marketers need to get the right products to the right people at the right time. Explain characteristics of socially responsible marketing. (10 marks)
- b) Marketing executives face with a lot of ethical problems related to planning and application of product strategies. For example, in new product development process, since ethics and legal subjects are discussed less than it is needed, faulty products are put on the market and so these products damage consumers. Discuss (10 marks)

### QUESTION THREE

- a) Pricing is probably one of the most difficult areas of marketing when it is analyzed from the ethical point of view. Ethically, price should be equal or proportional to benefit which is taken by the consumers. Discuss other ethical issues related to pricing (10 marks)
- b) Other ethical issues result in subjects as retailing decisions, direct marketing, supply and channel management. Describe areas in which ethical issues related to retailing decisions eventuate from (10 marks)

### QUESTION FOUR

- a) Discuss the public and ethical issues in direct marketing (10 marks)
- b) Ethical problems in advertising can be analysed under two main headings. Discuss (10marks)

### QUESTION FIVE

- a) ‘One of the marketing fields in which there is faulty behaviour from the ethical point of view is selling’. Explain your view regarding this statement (10 marks)
- b) “Pricing is more ethics than legality”. Do you agree with the statement? why”(10marks)