



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY  
(MMUST)**

**BUNGOMA CAMPUS  
SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR  
SECOND YEAR SEMESTER ONE**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS  
FOR THE**

**DIPLOMA IN MANAGEMENT**

**COURSE CODE: DBA 213:**

**COURSE TITLE: MARKETING ETHICS**

**DATE: MONDAY, 1<sup>ST</sup> AUGUST 2022 TIME : 11:00- 1:00PM**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer Question ONE (**compulsory**) and any other TWO questions

**TIME: 2 HOURS**

**MMUST observes ZERO tolerance to examination cheating**

*This Paper Consists of 2 Printed Pages. Please Turn Over.*

QUESTION: ONE

- a) Define the term marketing ethics as applied in marketing practice. (2 marks)
- b) Highlight five ethical issues surrounding the product as an element of the marketing mix. (10 marks)
- c) Outline the advantages of marketing ethics to the consumers. (18 marks)

QUESTION: TWO

- a) Good ethics is good marketing. Argue the case for this. (10 marks)
- b) Analyse unethical marketing practices surrounding promotional campaigns.(10marks)

QUESTION : THREE

- a) Show the principles of good marketing ethics in an organization. (10 marks)
- b) Explain ethical marketing practices surrounding distribution as a marketing mix tool. (10 marks)

QUESTION : FOUR

- a) Explain the terms " code of ethics and professional conduct". (10 marks)
- b) Summarize the ethical issues surrounding marketing research. (10 marks)

QUESTION : FIVE

In a free market economy, it is important to have a healthy competition, where all business people accept it as a lively element in business. In view of the above statement, explain in detail, the ethical issues a company has towards his competitors. (20 marks)