



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY**

(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

**BACHELOR OF SCIENCE IN JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 412

COURSE TITLE: ADVERTISING ETHICS

DATE: 21/04/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO CANDIDATES

Answer THREE (3) Questions. **Question 1 (One) is compulsory**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating.

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

at Discuss the issue of ethical advertising (20mks)

QUESTION 1

QUESTION 1

- a) Ethics has been widely applied in diverse disciplines. In relation to advertising define what ethics mean (2mks)
- b) Application of ethics in advertising has remained relative. Outline three reasons why this predicament. (3mks)
- c) Discuss any two subject areas of ethics and how they relate to advertising (10mks).
- d) Discuss Consequentiality and Deontology Ethical Concepts for Judging Advertisements (10mks)
- e) Outline five elements that constitute truth in advertising (5mks)

QUESTION 2

- a) Discuss four issues in ethical advertising (20mks)

QUESTION 3

- a) Discuss constitutes of safeguard against the indiscriminate use of advertising for promotion of products hazardous to society as code of the advertising standards(20mks)

QUESTION 4

- a) You are senior advertising custodian in the media house aware of bad practice of a multimillion mining company. The company in question offers to advertise with you in a deal reaching to millions of dollars. Based on your view of ethics discuss whether you will accept this offer or not (20mks).

QUESTION 5

- a) Discuss five concerns of ethics in advertising likely to affect consumer buying behavior (20mks)