



**KIBABII UNIVERSITY COLLEGE**

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**UNIVERSITY EXAMINATIONS**

**2012/ 2013 ACADEMIC YEAR**

**FOR THE DIPLOMA OF  
BUSINESS MANAGEMENT**

**COURSE CODE:** DIB 104

**COURSE TITLE:** MARKETING ETHICS

**DATE:** 22<sup>nd</sup> August 2013

**TIME:** 2.00pm – 5.00pm

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**Instructions to Candidates**

- Section A is Compulsory therefore answer all the question
- Section B attempt any TWO questions
- Read the questions carefully before answering and write legibly

**SECTION A (30 MARKS): ANSWER ALL THE QUESTIONS**

- 1) Define marketing ethics and discuss the ethical values for marketers (10 marks)
- 2) Identify the major social criticism of marketing (10 marks)
- 3) Highlight the principles of socially responsible marketing (10 marks)

**SECTION B: (40 MARKS) ANSWER ANY TWO QUESTIONS**

- 4) Explain how consumerism and environmentalism affect marketing strategies (20 marks)
- 5) Discuss the role ethics in marketing (20 marks)
- 6) Describe how marketing managers can manage ethical lapses and social responsibility (20 marks)
- 7) Describe marketing manager's role in encouraging ethical behavior (20 marks)