

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 05 Total Marks :70
		<i>Three Hours</i>
BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE		
4000 LEVEL FIRST SEMESTER END EXAMINATION - AUGUST / SEP. 2022		
MKT 41513 - Marketing Ethics		Academic Year 2021/2022
Instructions ➔ Answer all the questions		

1. "Ethics is defined as moral principles guiding choices and decisions. In every situation where people are involved, ethics is something that should be considered as it forms a foundation for the interplay between people". Discuss, how 'Integrity Heuristics' could be used (tested) to ensure ethical behaviors of individuals.

(14 marks)

2. "People are always aware of their behavior and unintentional unethical behavior can take place, in part, due to the illusion of objectivity". Discuss four (4) avenues that might lead individuals to develop unintentional unethical behavior.

(14 marks)

3. "The 'contextualized ecological footprint' framework/concept recognizes both the responsibility of the individual for sustainable practice and the limitations on individual action due to their context". Discuss the 'contextualized ecological footprint' concept using relevant examples.

(14 marks)

4. Vulnerable Customers can be defined as “someone who, due to their personal circumstances, is especially susceptible to detriment, particularly when a firm is not acting with appropriate levels of care”. Discuss the factors that may lead to consumer vulnerability. Use examples to validate your answer.

(14 marks)

5. Using “social cost theory” as the guiding theory, discuss a given firm’s ethical duties towards its customers. Use examples where necessary to validate your answer.

(14 marks)
