



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 02
No. of Questions: 05
Total Marks : 70

MKT 41513 - Marketing Ethics

Academic Year 2022/2023

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

1000 LEVEL FIRST SEMESTER END EXAMINATION -
August/September 2023

Three Hours

Instructions

➔ Answer all Questions.

1. "Integrity Heuristics can play an important role in shaping ethical organizational behavior".

Discuss the five (5) tests that form the Integrity Heuristics. Use examples to validate your answer.

(14 Marks)

2. "Corporate Social Responsibility has been defined as the obligation companies have to develop and implement courses of action that aid in social issues that impact society". Discuss four (4) main components of social responsibility using examples.

(14 Marks)

3. "Duty to Comply is the duty to provide consumers with a product that respects the claims that the firms expressly made about the product which led the customers to enter the contract freely". Discuss the four (4) claims made under "duty to comply" using the context of purchasing a laptop.

(14 Marks)



BACHELOR OF

4000 LEVEL I

MKT 4152

Instructions

- ➔ This p
- ➔ Answ
- ➔ Calcu

4. Discuss the concepts of "Disease Mongering" & "Conflicts of Interest" using Pharmaceutical Industry as the context.

(14 Marks)

5. "Average child watches 3-4 hours of TV every day". Discuss the concerns related to children watching commercials. Use examples to validate your answer.

(14 Marks)

(Total Marks 70)

01. a) Expla

b) Brief

02. a) Exp
exa

b) Exp

03. a) Di

b) D