



**UNIVERSITY OF RUHUNA**  
**FACULTY OF MANAGEMENT AND FINANCE**

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

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 4000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP.  
2025

*Three Hours*

**MKT 41513: Marketing Ethics**

Academic Year 2024/2025

**Instructions**

- This paper contains five (05) questions.
- Answer all questions.

**Question 01**

“Ethics training programs help employees make decisions in difficult situations, distinguishing between right and wrong”. Discuss “Texas Instruments Ethics Test” for a context of your choice.

(10 marks)

**Question 02**

“Corporate Social Responsibility (CSR) can be 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 CSR using relevant examples.

(10 marks)

**Question 03**

“The Information Age, also known as the Digital Age or Computer Age, is the period in human history characterized by the rapid shift from traditional industry to an economy based on information technology. With this transformation, ethical concerns have become central to debates about technology and society”. Discuss five (5) moral dimensions of the information age. Use examples where necessary to explain your answer.

(10 marks)

**Question 04**

“Real-world decisions are complex, difficult to frame, and involve consequences that are difficult to quantify”. In light of this context, discuss the reasons leading managers to behave unethically in corporate decision-making scenarios. (10 marks)

**Question 05**

Discuss the following concepts briefly. Use examples where necessary to validate your answer.

- 1. Key Information Rights (6 marks)
- 2. Common Conflicts and Ethical Issues in the Digital Context (6 marks)
- 3. The social ethics, the professional ethics, and the personal ethics in advertising (6 marks)
- 4. Factors leading to consumer vulnerability (6 marks)
- 5. Anthropocentric vs non-anthropocentric environmental ethics (6 marks)

(6 X 5 - 30 marks)

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