

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

PROGRAMME: Master of Marketing Degree

Legal, Ethical and Social issues in Digital Marketing

MMkt 509

DURATION: 3 HOURS

JUN 2023

INSTRUCTIONS

1. Answer **QUESTION ONE AND ANY THREE QUESTIONS.**
 2. Start answering each main question on a fresh page.
 3. Credit will be given for appropriate use of case studies and examples.
 4. No cell phones and programmable calculators are allowed in the examination room.
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QUESTION 1 (Compulsory)

Read the passage below and then answer the questions that follow

Don't sign Cyber Bill into law: Misa

by Cedric Steele

August 2021

The Media Institute of Southern Africa (Misa) Zimbabwe has appealed to President Emmerson Mnangagwa to defer signing the Cyber Security and Data Protection Bill into law following its passage in the House of Assembly and Senate saying the Bill still requires further scrutiny.

In a letter to Mnangagwa, Misa Zimbabwe chairperson Golden Maunganidze said the Bill had been subjected to significant changes which varied from the gazetted Bill that was subjected to public hearings.

This comes after the Bill was recommitted in the Senate to address errors noted for correction and amendments before it is signed into law.

Maunganidze said: "In light of the amendments that were effected, there is a need for an extensive review of the Bill with further input from the general public as well.

"A law that addresses issues relating to cyber security, data protection and data privacy, affects every citizen, hence the need for a multi-stakeholder approach in its framing."

He said this development was of national significance and interest and deserved the President's due attention and consideration.

"Your Excellency, a strong cyber security and data protection framework is critical for the exercise and enjoyment of human rights, trade, increased investments and Zimbabwe's socio-economic development," Maunganidze said

Questions

- i. In light of the above passage, discuss the views of the Media Institute of Southern Africa on the proposed Cyber Security and Data Protection legislation (20)
- ii. In your views, how should social media regulation be handled? Justify your response fully (20)

[40 Marks]

QUESTION 2

Discuss the legal issues in digital marketing with special reference to the following issues.

- i. Privacy law obligation
- ii. Terms and conditions
- iii. Consumer law and marketing
- iv. Intellectual property law
- v. Competition and regulation

[20 Marks]

QUESTION 3

Contrast social media regulation in Zimbabwe against international best practice

[20 Marks]

QUESTION 4

Evaluate the assertion that legal and unethical issues in developing are no different from those of the developed countries. Cite relevant examples to support your viewpoint.

[20 Marks]

QUESTION 5

Critique the role of social media in national development. Cite relevant case studies to support your views

[20 Marks]

QUESTION 6

'It's a myth to say there are unethical practices in digital marketing' Evaluate this statement providing your views backed by clear case studies from Zimbabwe and beyond.

[20 Marks]

END OF PAPER