



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
OCTOBER 2013 EXAMINATION**

Course Code: ENT 431

Credit Unit: 2

Course Title: Marketing Ethics and Social Responsibility

Time Allowed: 2 Hours

Instructions: 1. Attempt Question 1 and any other two (2) questions.

2. Question 1 carries 30 marks while the other 2 Questions carry 20 marks each.

1.
 - a. What are the major types of Social Marketing?
 - b. Enumerate the essential components of Social Marketing outlined by Craig Lefebvre and June Flora
2. Explain Macro-Marketing and the eight universal functions of Macro-Marketing identified by E.E. Jerome McCarthy and William D. Perreault Jr.
3.
 - a. Outline the differences between marketing to international market and marketing to consumer
 - b. What are the similarities between marketing to intermediate buyers and marketing to consumers?

4. What are the major steps taken by managers to foster a companywide sense of social responsibility?
5.
 - a. Explain the societal marketing concept and what it holds.
 - b. Give three fundamental examples of societal marketing.