



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

Course Code: ENT 431 Credit Unit: 2

Course Title: Marketing Ethics and Social Responsibility

Time Allowed: 2 hrs

Instructions:

- 1. Attempt question number one (1) and any other two (2).**
- 2. Question number 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each.**
- 3. Present all your points in coherent and orderly manner.**

- 1. a. What are the major types of Social Marketing?**
b. Enumerate the eight essential components of Social Marketing.
- 2. a. Business legislation has been enacted for a number of reasons, what are these reasons?**
b. List five Federal government regulatory agencies.
- 3. a. What is Enlightened Marketing?**
b. State the five principles of enlightened marketing and write short notes on any two.
- 4. a. Gordon G.C. and Cummings (1979) outlined some characteristics that distinguish culture among different organizations, what are these characteristics.**
b. What are the different types of organizational culture?
- 5. Enumerate ten ethical and socially responsible consumer behaviour.**