



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
SCHOOL OF MANAGEMENT SCIENCES  
2013\_2 EXAMINATION**

**Course Code:** ENT 431

**Credit Unit:** 2

**Course Title:** Marketing Ethics and Social Responsibility

**Time Allowed:** 2 hrs

**Instruction:** Attempt question number **one** and any other **two** questions of your choice.

Question number **one** carries **30 marks** and all other questions **20 marks** each.

1. Define Green Marketing and explain the main assumptions of Green Marketing
  - b. What are the three main keys to successful implementation of effective green marketing?
  - C. State three pitfalls of green marketing
2. Consumers are expected to exhibit some ethical and responsible behaviour when making purchases, state ten of these ethical and responsible behaviour.
3. Three assumptions have been put forward to justify ethics and social responsibility, state and explain these assumptions.
4. What are the major factors influencing ethical management decisions?
5. Certain characteristics have been outlined by Gordon G.C. and Cummings (1979) as being responsible for the differences in culture among organizations, what are these characteristics?