



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JUNE/JULY 2017 EXAMINATION**

**COURSE CODE:** ENT431 **CREDIT UNIT:** 2  
**COURSE TITLE:** MARKETING ETHICS AND SOCIAL RESPONSIBILITY  
**TIME ALLOWED:** 2 HOURS

**INSTRUCTIONS:**

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

**Question 1:**

- a. Explain any TWO the following theories:**
  - i. Stakeholder**
  - ii. Social contract**
  - iii. Legitimacy** **8marks**
- b. Elucidate Consumerism according to Kotler and Etukudoh (1996).** **10marks**
- c. Explain the obstacles of environmentalism.** **6marks**
- d. List and discuss the factors influencing ethical marketing decisions.** **6marks**

**Question 2:**

- a. Briefly discuss the principles of enlightened marketing** **10marks**
- b. According to E.E Jerome McCarthy & William D. Pereault Jr: identify eight universal macro marketing functions.** **10marks**

**Question 3:**

- a. Highlight the factors influencing ethical marketing decision? **10marks**
- b. Explain the four (4) Ps in micro marketing decision. **10marks**

**Question 4:**

What do you understand by the term “bait and switch” technique? **5marks**

Itemize the benefits of green marketing. **8marks**

Describe the five (5) core marketing management ethical values. **7marks**

**Question 5:**

a. Define a mission statement and mention five (5) characteristics of mission statement.

**8marks**

b. Write short notes on the following

i. Legal and unethical

ii. Illegal but ethical decision

iii. Illegal and unethical actions

iv. Legal and ethical actions

**12marks**