



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS  
MARCH/APRIL 2016 EXAMINATION  
SCHOOL OF MANAGEMENT SCIENCES**

**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. Discuss the following theories:
  - i. Stakeholder
  - ii. Social contract
  - iii. Legitimacy

**8marks**
- b. Explain 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. What are 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 describe the five (5) characteristics of mission statement. **7marks**

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**