



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MAY/JUNE 2012 EXAMINATION

ENT 431 Marketing Ethics and Social Responsibility
Time Allowed: 2hrs

Instruction: Attempt any three questions of your choice. Each question carries 23.3 marks. Present your answers legibly and logically using relevant examples.__

1. According to Brech, Corporate Social Responsibility may be viewed from four perspectives.(i) what are these four perspectives? (ii)Who should be the beneficiaries of a company's social responsibility? (iii) State and explain the three theories of Ethics and Social Responsibility.
2. Implementing Social Responsibility in Nigeria has been rather problematic
What do you think is responsible for this situation?
3. What do you understand by Environmentalism? Is it possible for Environmentalism to be a threat to global marketers? If yes or no, support yours answers with logical reasons.
4. There has been lot of social criticisms against marketing, what are some of these criticisms?
5. Compare and contrast Ethical and legal behaviour in Marketing. What factors act to influence Ethical Marketing Decisions?