



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16, AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MARCH, 2014 EXAMINATIONS**

Course Code: ENT 431

Credit Unit: 2.

Course Title: MARKETING ETHICS AND SOCIAL RESPONSIBILITIES

Instructions: 1. Attempt question number one (1) and any other (2) questions.

2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.

3. Present all your points in coherent and orderly manner.

1a) What is social marketing, and why is it important in an economy?

b) Outline at least five (5) essential components of social marketing.

c) E.E. Jerome McCarthy and William D. Pereault Jr.;

identify eight universal macro- marketing functions that make up the economic process.

Highlight five (5) of them

d) Enumerate at least five (5) areas which an individual must consider in his or her

conscience before deciding if a venture is acceptable in marketing social responsibility.

2a) Discuss the problems hampering the implementation of social responsibility in Nigeria?

b) What are the arguments against marketing social responsibility?

3) There are many complaints leveled against marketing, enumerate ten (10) of them.

4a) What is consumerism? Highlight six (6) factors that led to the rise of consumerism

b) Explain eight (8) consumer rights as put forward since the first formal declaration of

consumer right protection in 1962

5a) What is green marketing?

b) What are the benefits and the prevailing challenges of effective green marketing?