



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
SEPTEMBER/OCTOBER 2015 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. Discuss the following theories:
 - i. Stakeholder
 - ii. Social contract
 - iii. Legitimacy8marks
- 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 actions12marks