

**BACHELOR OF BUSINESS ADMINISTRATION-LEADERSHIP AND
CHANGE MANAGEMENT**

LEADERSHIP AND SOCIAL MARKETING

LS 232

SPECIAL EXAMINATION

Marks – 100

Instructions:

1. The examination consists of Two sections: A, and B.
2. Begin each answer to a new question on a new page.
3. Answer questions according to instructions given in each section.
4. Write answers in the answer booklet provided.
5. Write in grammatical English.

Section A

[60 Marks]

Answer All Questions

- 1: Why it is important for managers to understand the business environment under which their organizations operates? **(5 marks)**
2. How can technological advancement be a source of competitive advantage to a business? **(5 marks).**
3. Distinguish social marketing from commercial marketing. **(5 marks)**
4. What strategies can a manager use to promote a newly drafted code of conduct of the organization? **(5 marks)**
5. Distinguish ethics from law? **(5 marks)**
6. What benefits does a business get from developing new products? **(5 marks)**
7. Briefly explain the following social marketing mix elements
 - (a) Partnership **(5 marks)**
 - (b) Publics **(5 marks)**
8. Explain how a socially responsible manager should view the following stakeholders
 - (a). Customers **(5 marks)**
 - (b). Employees **(5 marks)**
9. Briefly define the following two types of justice as given in Rawls' justice theory of ethics

(a). Distributive justice (2 marks)

(b). Compensatory justice (3 marks)

10. In what ways does the depletion of the ozone layer impacts on the wellbeing of people and animals on earth? (5marks)

Section B [40 marks]

Answer any two questions

Question 1

You have been tasked to come up with a code of conduct for a certain organisation in Gaborone. Discuss the guidelines you will follow in designing the codes of conduct to guide the behaviour of employees in that organisation (20 marks)

Question 2

Organisations can engage in corporate social responsibility at three levels. Critically examine the three levels at which an organization can engage in corporate social responsibility (20 marks)

Question 3

Analyse Botswana's mobile phone market using Michael Porter's five forces model. (20 marks)

END OF EXAMINATION