

Marks: 75

Duration: 2.5 Hours

- Note: 1) All question are compulsory
 2) Figures to the right indicate full marks
 3) Give Suitable examples where ever necessary

Q1) Objective Questions

(15)

A) State whether the following statement are True or False (any 08)

(08)

- (i) There is lot of competition in social marketing.
- (ii) Social marketing is easier than commercial marketing
- (iii) NPO stands for Non-Profit Organization
- (iv) VALS stands for Values, Attitudes, Lifecycle and Psychographics
- (v) The knowledge which helps in the fulfilment of the objectives of life is known as literacy.
- (vi) There is no career in social marketing for the youth its primarily for retirees.
- (vi) ‘Place’ in social marketing is where and when the target market will perform the desired behaviour, acquire any related tangible objects, and receive any associated services.
- (vii) Price deals with monetary and non-monetary incentives for desired behaviour
- (viii) A society requires a minimum of 17 members for being registered as a society under the societies Act.
- (ix) ‘A brand is a name, term, sign, symbol or design or a combination of these that identifies the maker or seller of a product
- (x) Social marketing involves trying to change people’s behaviour – not just their attitude or awareness.

B) Match the following (Attempt any 7)

(07)

Sr No	Column A	Sr No	Column B
1	Social Equity	a	Change Agent - Adopter
2	Zero Level channel	b	Social Pricing Objective.
3	Two sided message	c	Wiebe in 1950
4	Goals	d	Points out shortcomings
5	Evolution of Social Marketing	e	Belief objective
6	Something we want to believe	f	Nudge Factor
7	Behavioral Economics	g	Monetary & Non-Monetary incentive for desired behavior
8	Price	h	Wiebe in the year 1950
9	Social Marketing Evolution	i	Trust & Society
10	Not for profit Organization	j	Specific, Measurable, Achievable, Realistic, Time Bound

Q2) (a) Distinguish between Commercial Marketing & Social Marketing (08)

Q2) (b) Discuss the challenges of Social Marketing (07)

OR

Q2) (c) Explain the evolution of social marketing & discuss the social marketing unique value proposition (15)

Q3) (a) Discuss Demographic and Geographic factors as bases of segmentation in social marketing. (08)

Q3) (b) Explain Product as a part of Social Marketing Mix. (07)

OR

Q3) (c) Explain the different types of positioning (15)

Q4) (a) Explain the need for governance in Not for Profit Sector (08)

Q4) (b) Explain the types of behavior objectives in social marketing (07)

OR

Q4) (c) Discuss Marketing Mix for Small Savings in India (15)

Q5) (a) Develop a social Marketing plan for marketing social issues to the youth (15)

OR

Q5) (b) Write Short Notes (**any three**) (15)

i) The diffusion of innovation

ii) 4 A's of distribution

iii) CSR impact Evaluation

iv) Marketing of Education

v) Marketing of Digital Literacy
