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Q.P. Code 23352

Set - 5

### Synoptical Answers

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Q.1.a) Match the column : (ATTEMPT ANY SEVEN) 1 MARKS EACH FOR ANY SEVEN

1 - d

2 - c

3 - a

4 - e

5 - b

6 - h

7 - f

8 - g

9 - j

10 - i

Q.1.b) TRUE or FALSE : (ATTEMPT ANY EIGHT) 1 MARKS EACH FOR ANY EIGHT

1 - FALSE

2

2 – FALSE

3 – TRUE

4 – TRUE

5 – TRUE

6 – FALSE

7 – TRUE

8 – FALSE

9 – TRUE

10 – TRUE

Q.2.a) "Social marketing is concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities." - Lazer and Kelly's, 1973

**Need for Social Marketing:** Social Marketing Helps Promote Positive Behavioral Change, Social Marketing Programs help Discourage Undesired Behavior, Social Marketing Takes Programmatic View of its Mission, Social Marketing Encourages Voluntary Change, Social Marketing Seeks to Benefit Target Consumers and /or the Society as a Whole, Not the Marketer, Social Marketing Approach, In-depth knowledge about people and society.

b) "Social marketing is concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis, the social consequences of marketing policies, decisions and activities."

### **Features of Social Marketing**

Focus on Behavior, Customer orientation by using Traditional Marketing Principles, Theory, Insight. Exchange. Competition, Segmentation, Methods mix, The Primary Beneficiary is Society.

c) Value proposition is that unique thing that determines whether people will bother visualizing more about your product or ignore it. It is also the main thing you need to test – if you it right, it will be a huge boost. It depicts : relevancy, unique differentiation, appealing, headlines, short and self explanatory , visual, sub – headline. Example - UNICEF

d) **Challenges of Social Marketing:** Challenges of Social Marketing: Products are often things most people don't particularly want, Products don't always have personal or immediate benefits, Products that are intangible pose communication challenges, Your organization does not control the product design, Your organization does not control the

product design, Marketers tend to think in terms of generating leads and building databases rather than building a following community, Individual focus.

To educate, Intangible product, Marketer are not the owner, To motivate, Communication barrier, No immediate rewards.

Q.3.a) Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

Heterogeneous markets, Primary marketing activity, dividing the market, continuous process, consumer centric, process, gives many benefits

b) using specific product features, positioning by price and quality, positioning by use, positioning by competitors, positioning by product benefits, positioning by category user, positioning by product class

c) Levels of product

Traditional marketing theory propounds that from the customer's perspective, a product is more than its features, quality, name, and style and identifies three product levels you should consider when developing your product: core product, actual product and augmented product.

This platform is illustrated in figure below Briefly, your **core product** is the benefit the target audience wants and expects in exchange for performing the behavior. The **actual product** is the specific behavior you will be influencing your target audience to "buy". And the **augmented product** includes any additional goods (tangible objects) and services that you may develop, distribute, sell, or just promote. Examples are presented in table below

**Levels of product examples**

Core Product (benefits)	Actual Product (Desired behaviour)	Augmented Product (Tangible Objects and Services)
FOR IMPROVED HEALTH		
Prevention of alcohol poisoning.	Drink less than five drinks at one sitting.	Breathalyzers in bars.
Natural immunities for infants and mother-child	Breastfeed exclusively for the first 6 months.	In-home nurse consultation.

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bonding.		
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d) survival, profit maximization, fight competitions, preventing new entries, market skimming, market penetration, early cash recovery, social responsibility, customer satisfaction, image differentiate

Q.4.a) The Social Norms Theory was first used by Perkins and Berkowitz in 1986 to address student alcohol use patterns.

The approach has also been used to address a wide range of public health topics including tobacco use, driving under the influence prevention, seat belt use, and more recently sexual assault prevention. The target population for social norms approaches tends to be college students, but has recently been used with younger student populations (i.e., high school). This theory aims to understand the environment and interpersonal influences (such as peers) in order to change behavior, which can be more effective than a focus on the individual to change behavior.

The Social Norms Theory posits that our behavior is influenced by misperceptions of how our peers think and act. Overestimations of problem behavior in our peers will cause us to increase our own problem behaviors; underestimations of problem behavior in our peers will discourage us from engaging in the problematic behavior. Accordingly, the theory states that correcting misperceptions of **perceived norms** will most likely result in a decrease in the problem behavior or an increase in the desired behavior.

Social norms interventions aim to present correct information about peer group norms in an effort to correct misperceptions of norms. In particular, many social norms interventions are **social norms media campaigns** where misperceptions are addressed through community-wide electronic and print media that promote accurate and healthy norms about the health behavior. The phases of a social norms media campaign include:

- Assessment or collection of data to inform the message
- Selection of the normative message that will be distributed
- Testing the message with the target group to ensure it is well-received
- Selection of the mode in which the message will be delivered
- Amount, or dosage, of the message that will be delivered
- Evaluation of the effectiveness of the message

b) Diffusion of Innovation (DOI) Theory, developed by E.M. Rogers in 1962, is one of the oldest social science theories. It originated in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behavior, or product. Adoption means that a person does something differently than what they had previously (i.e., purchase or use a new product, acquire and perform a new behavior, etc.). The key to adoption is that the person must perceive the idea, behavior, or product as new or innovative. It is through this that diffusion is possible.

### **Innovators, Early Adopters, Early Majority, Late Majority, Laggards**

c) state your vision mission, describe your activities, for each action find out direct and indirect outputs, from output find out outcomes, calculate impact of outcome, crosscheck impact with objectives, make necessary changes, evaluation by third party

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d) In terms of ethical choices that may be encountered in everyday life, the following example may help to illustrate the type of issues covered by ethical decision making: 1. "Ethics is about norms and values of a certain seriousness, about standards and ideas.

Fear – inducing communication through advertising, image building efforts, lack in content related to social marketing program, racial, gender discrimination, inflated figures of cost, misinformation of social marketing programs

Q.5.a) product, price, promotion, place, people, process , physical evidence with respect to healthcare services.

b) product, price, promotion, place, people, process , physical evidence with respect to educational institutions.

Q.5. short notes :

1) social and cultural factors are important to consider while creating and implementing a marketing strategy. Core values are reinforced by family, social values are more accessible to change. And relate with example.

2) Targeting is the process of selecting the target market from the entire market. It consist of group of buyers from whom the company wants to satisfy . steps in targeting : market segmentation, target marketing, market differentiation, market positioning,.

3) messenger is a key part of communication strategy. Messages can be covered or challenged by our our choice of messenger. Relate it with several examples.

4) CSR is no longer just a buzz word in India; it however, needs to grow its roots in the soil to rise up in the sky. With government bringing in stiff regulations to make India one of the best CSR practitioners in the world, CSR managers seem to be more energized than ever with companies flowing in more funds for the betterment of their surrounding communities and ensuring their participation in the booming sector. After making ways for funds and resources, the next logical step is to ensure utilization of this enormous fund in the most effective manner. India might be competing well with other leading countries in setting best CSR regulations; it certainly lags behind in using latest tools and methodologies for monitoring and evaluation of CSR activities.

5) social marketing has expanded rapidly the years and it includes wide range of career trends.

health promotion officer, digital marketing coordinator, social media jobs, education jobs, finance sector jobs