

Set-6

~~SE-2~~

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

1 - d

2 - c

3 - a

4 - b

5 - g

6 - h

7 - e

8 - f

9 - j

10 - i

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

1 - TRUE

2 - FALSE

3 - FALSE

4 - TRUE

5 - TRUE

6 - TRUE

7 - FALSE

8 - FALSE

9 - FALSE

10 - TRUE

Q.2.a) Definition, concept, and first documented evidence of flem 1963.

**b) Social Marketing v/s Commercial Marketing**

SOCIAL MARKETING	COMMERCIAL MARKETING
In social marketing, the primary aim is influencing behaviors that will contribute to societal gain.	In the commercial sector, the primary aim is selling goods and services that will produce a financial gain for the corporation.
In social marketing, segments are selected based on a different set of criteria, including prevalence of the social problem, ability to reach the audience, readiness for change, and others.	Since commercial marketers focus on financial gain they often favor choosing primary target audience segments that will provide the greatest volume of profitable sales.
Social marketing is more difficult than commercial marketing.	Commercial marketing is comparatively easier than social marketing.
In social marketing, the competition is most often the current or preferred behavior of our target audience and the perceived benefits associated with that behavior, including the status quo.	The commercial marketer most often focuses on selling goods and services, the competition is often identified as other organizations offering similar goods and services.
Focus on to reach the target audience and change the behavior	Focus on physical products or services.
Marketing tool are used to change desired behavior	Marketing tools are used for selling products.
Social Marketing prevents behavior like smoking	Commercial Marketing can promote products like cigarettes with disclaimer

c) Micro : the resources, the suppliers, the priority, the past performances, the customers

Macro : demographic forces, economic factors, physical forces, technological factors

d) impact of demographic forces, impact of economic factors, impact of natural and physical forces, impact of social and cultural factors

Q.3.a) steps : identify competitive differences, selecting important differences, communicating the companies positioning, delivery positioning strategy, follow-up of positioning

b) criteria : measurable, substantial, accessible, differentiable, actionable

c) product, price, promotion, place, people, partnership, policy, purse string (finance)

d) price of competitors goods, government control, market situation, characteristics of the consumer, characteristics of the product, channel of distribution, other factors like fashion, climate condition etc.

Q.4.a) The Health Belief Model (HBM) is a behavioural health theory (the combination of knowledge, opinion, and actions taken by an individual or group in reference to their health)

The models list the following factors that are presumed to influence behaviour change in response to a potential health threat.

**Perceived susceptibility** : it is when a person recognizes a reason to be concerned about a particular disease

**For example** : sexually transmitted disease. (contracting HIV and AIDS)

● **Perceived threat** : is when a person realizes that they may be personally vulnerable to this particular disease. This element is dependent upon an individual's opinion as to how likely their behaviour is going to lead to a negative outcome

**For example** : considering above example, the person will perceive likelihood of condoms reducing risk of transmission of HIV)

● **Perceived cost and barrier** : when a person weighs the cost of the required behaviour change against the possible benefits., the person should be determined that the changing their behaviour will not only improve their health, but can also be achieved with their means.

b) it is theory based framework developed to understand complex and interactive effects of personal and environmental factors on human behavior.

Policy – local , state, national, global laws and policies, community, institutional factors, interpersonal factors

c) comparison on the basis of statute, jurisdiction, registration, stamp duty, members required, board of management.

d) development and operation of infrastructure, supporting innovation and pilot projects, facilitating communication, technical assistance, research, monitoring and evaluation.

Q.5.a) Financial literacy is the ability to understand how money works in the world: how someone manages to earn or make it, how that person manages it, how one invests it (turn it into more) and how that person donates it to help others. More specifically, it refers to the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources. Defines Financial Literacy as "Knowledge and understanding of financial concepts, and the skills, motivation and confidence to apply such knowledge and understanding in order to make effective decisions across a range of financial contexts, to improve the financial well-being of individuals and society, and to enable participation in economic life."

b) Financial literacy is the ability to understand how money works in the world: how someone manages to earn or make it, how that person manages it, how one invests it (turn it into more) and how that person donates it to help others. More specifically, it refers to the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources.

Q.5. short notes :

1) it includes climate which can have a major effect on people's behavior. Many physical factors cause illness. Relate it with example.

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

3) creative strategy is to set the foundation for business growth, can be considered in three core steps : research, creativity, strategic planning.

4) lifebuoy swasthya chetna, haath, muh aur bum campaign, jaha och waha shauchalay abhyan.

5) The idea of "social entrepreneurship" has struck a responsive chord. It is a phrase well suited to our times. It combines the passion of a social mission with an image of business-like discipline, innovation, and determination commonly, certainly ripe for entrepreneurial approaches to social problems. Many governmental and philanthropic efforts have fallen far short of our expectations. Major social sector institutions are often viewed as inefficient, ineffective, and unresponsive. Social entrepreneurs are needed to develop new models for a new century.