

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) A Core product is the benefit the target audience wants and expects in exchange for performing the behaviour
- (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) Certain Companies under The companies Act of 2013 have to set aside 2 % of their net profit after tax for Corporate Social Responsibility.
- (viii) A society requires a minimum of 07 members for being registered as a society under the societies Act.
- (ix) In marketing mix for elementary education we have only formal education.
- (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	Feature of Social Marketing	a	Affordability
2	One of the A in distribution of social marketing product	b	Customer orientation by using traditional marketing principles.
3	Place	c	Wiebe in 1950
4	Goals	d	The distribution channel
5	Evolution of Social Marketing	e	Something that we want the target audience to know
6	Knowledge Objective	f	Behavioral Economics
7	Nudge Factor	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) Define Social Marketing & explain the need for social marketing (08)

Q2) (b) Discuss components of environment in social marketing (07)

OR

Q2) (c) Discuss the features & evolution of Social Marketing (15)

Q3) (a) Discuss criteria for evaluating segment in social marketing (08)

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

OR

Q3) (c) Explain the steps in developing a Social Marketing Plan (15)

Q4) (a) Discuss the health belief model (08)

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

OR

Q4) (c) Define CSR. Explain the provision of Section 08 of the Companies Act 2013 towards CSR. (15)

Q5) (a) Develop a social Marketing plan for marketing Education Services in India. (15)

OR

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

i) Types of Positioning

ii) Social Entrepreneurship

iii) Marketing Healthcare

iv) Trust & Society as Not for Profit Companies

v) Marketing of Social Issues of youth.
