

MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER
SOCIAL MARKETING
MBA – 207B

**SET
C**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. A marketer needs to be aware of the criteria by which the effectiveness of their segmentation procedures can be assessed. Which of the following is not a criterion for evaluating the resulting segments?
 - a. Size of the resulting segment
 - b. Perishability
 - c. Measurability
 - d. Accessibility
2. _____ means dividing the marketing into groups based on different variables such as consumer attitude, knowledge, use, or response to a product.
 - a. Psychographic segmentation
 - b. Selective targeting
 - c. Demographic segmentation
 - d. Behavioural segmentation
3. _____ refers to the ability to influence consumer perception regarding a brand or product by establishing its identity relative to competitors.
 - a. Behavioural segmentation
 - b. Psychological targeting
 - c. Market positioning
 - d. Differentiation
4. What has a strong influence on behaviour but is missing from the Theory of Planned Behaviour?
 - a. Religion
 - b. Culture
 - c. Moral norms
 - d. All of the above
5. Which of these behavioural segments would be the largest segments?
 - a. People who have interest in purchasing
 - b. People who have acted upon their purchase decision
 - c. People who have decided to purchase
 - d. People who are aware of the product
6. When a company identifies the parts of the market it can serve best and most profitably, it is practicing _____.
 - a. Concentrated marketing
 - b. Mass marketing
 - c. Market targeting
 - d. Differentiation
7. A person with which emotional disposition is most likely to successfully make health behaviour change?
 - a. Openness to new experience
 - b. Conscientiousness
 - c. Agreeableness
 - d. Extroversion

8. Which segmentation approach among the following is the most compatible with the spirit of marketing concept?
- Benefit sought
 - Lifestyle
 - Social class
 - Occupational status
9. _____ divides the market on the basis of lifestyle, values, motivation, and beliefs of an individual.
- Behavioural segmentation
 - Psychographic segmentation
 - Geographic segmentation
 - Demographic segmentation
10. The term "marketing mix" describes:
- A composite analysis of all environmental factors inside and outside the firm
 - A series of business decisions that aid in selling a product
 - The relationship between a firm's marketing strengths and its business weaknesses
 - A blending of four strategic elements to satisfy specific target markets
11. How often should a marketing plan be revisited?
- Never, once written it is complete
 - As often as needed in order to revisit the plan of action and revise any new actions
 - At company board meetings
 - During the financial review of the company each month
12. The marketing budget section of a marketing plan details about:
- The cost to write the plan
 - The expected costs for each ad campaign based on the delivery method
 - The overall marketing budget for a year or campaign period
 - The marketing personnel job descriptions.
- Choose the correct option below
- i and iv
 - i and iii
 - ii and iii
 - i and ii
13. Which of these is not one of the basics of a value proposition?
- How your product/service improves problems
 - Why to buy from you instead of your competitors
 - Benefits customers can expect
 - Cost of your product/services.
14. Your organisation has decided to localize its products and services to meet local market demands. A good approach to use would be _____ segmentation.
- Benefit based
 - Geographic
 - Education based
 - Income level
15. What is the name of the model/theory that looks at behaviour change through a cycle of pre-contemplation, contemplation, planning, action, maintenance and termination?
- Theory of planned behaviour
 - DOI Theory
 - Transtheoretical model
 - Fogg's behaviour model
16. Lifebuoy - kills the germs you cannot see, is an example of:
- Emotional benefit related to positioning
 - Functional benefit related positioning
 - Usage occasion related to positioning
 - Health-related positioning

17. What is the main objective of research?
- a. To review the literature
 - b. To summarize what is already known
 - c. To get an academic degree
 - d. To discover new facts or to make fresh interpretation of known facts.
18. Given below are two statements, one is labelled as Assertion and the other is labelled as Reason R.
- Assertion A:** One of the important aims of research is the development of a theory.
Reason R: Both facts and theory are important for doing the research.
- In light of the above statements, choose the most appropriate answer from the options given below:
- a. Both A and R are correct and R is the correct explanation of A.
 - b. Both A and R are correct but R is NOT the correct explanation of A.
 - c. A is correct but R is not correct.
 - d. A is not correct but R is correct.
19. Common elements of commercial and social marketing are:
- i) Know your audience and put them in the center of every decision you make.
 - ii) It's about action. Be clear in what you want your audience to do.
 - iii) There must be an exchange.
 - iv) Competition always exists. Your audience can always choose to do something else.
- a. i only
 - b. i and ii only
 - c. i, ii and iii only
 - d. i, ii, iii and iv
20. What are some challenges and limitations of social marketing?
Choose the most appropriate answer.
- a. Complexity of behavior change, resource constraints, resistance to change, and measuring impact.
 - b. Lack of creativity, targeting the wrong audience, lack of evaluation, and lack of ethical considerations.
 - c. Misleading messaging, lack of communication, and lack of awareness
 - d. High costs, lack of government support, and inability to reach specific audiences

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Discuss with appropriate examples, the stages that you would go through to conduct a social marketing campaign. 10
2. Discuss the behavioral factors that you can consider for segmenting the market in order to promote a behaviour change. 10
3. Describe about the communication process model that you would adopt while delivering your idea about Mental Health Wellbeing and also about the communication/ promotion mix tools that you would use for the same. 10
4. Based on your understanding of the Behavioural Change Theories and Models, elicit the factors that can influence people's behaviour. 10
5. Consider that you are conducting an "Education for All Children" campaign in a remote village of Assam. 5+5=10
 - a) Discuss the ethical aspects that you need to consider while conducting the campaign.
 - b) State the barriers that you may face while addressing the issue.
6. a) Develop and design a UVP for 'Save Water' program with the help of appropriate illustration. 5+5=10
b) Briefly describe what kind of research you would conduct in order to address the issue of domestic violence in a particular area.
7. a) What according to you are the benefits of branding your product or idea in social marketing? 5+5=10
b) What is the significance of the upstream factors in social marketing?
8. Johnson Tiles - 'Red Ramp Project' 5+5=10

Bath tile maker, Johnson Tiles always wanted to sensitize the Indian society towards making public places disable-friendly. With over ten million physically challenged people who can't go to the beach, temple, church, airport as well as malls, there arose a need to exhibit how the country's public spaces required to be made disable-friendly. Johnson Tiles launched the Red Ramp Project where a ramp was built on Kiri beach in Goa. Since the disabled people could now visit the beach via the tiled ramp as well as feel the waters lapping their feet.

 - a) As a social marketer, what positioning strategy would you use for this project?
 - b) With reference to the above case or example, briefly discuss the role of corporates (for-profit organizations) in social marketing.

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