

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

**SET
A**

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

[Objective]

Marks: 20

Choose the correct answer from the following:

1×20=20

1. 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
2. What is the main objective of market 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.
3. In social marketing, the 'Product' refers to:
 - a. Physical items sold in the market
 - b. The social media platform used
 - c. The desired behavior change being promoted
 - d. The brand of the organization
4. 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
5. Why is UVP important in social marketing?
 - a. It sets campaign budgets
 - b. It determines product features
 - c. It communicates why the behavior change is valuable and relevant
 - d. It ensures pricing strategy is effective

6. Which model is most appropriate for designing a social marketing campaign to help individuals quit smoking by addressing their readiness to change?
 - a. Social Cognitive Theory
 - b. Trans theoretical Model
 - c. Theory of Reasoned Action
 - d. Fogg's Behaviour Model
7. The Social Cognitive Theory emphasizes the role of:
 - a. Rational decision-making
 - b. Environmental and personal factors only
 - c. Personal, behavioral, and environmental factors
 - d. Habitual behavior
8. How often should a marketing plan be revisited?
 - a. Never, once written it is complete
 - b. As often as needed in order to revisit the plan of action and revise any new actions
 - c. At company board meetings
 - d. During the financial review of the company each month
9. ----- divides the market on the basis of lifestyle, values, motivation, and beliefs of an individual.
 - a. Behavioural segmentation
 - b. Psychographic segmentation
 - c. Geographic segmentation
 - d. Demographic segmentation
10. 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
11. "*Lifebuoy - kills the germs you cannot see*" is an example of:
 - a. Emotional benefit related to positioning
 - b. Functional benefit related positioning
 - c. Usage occasion related to positioning
 - d. Health-related positioning
12. The most effective segmentation strategy in social marketing is:
 - a. Mass marketing
 - b. Behavioral segmentation
 - c. Economic segmentation
 - d. Political segmentation

13. 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. |

14. The term “marketing mix” describes:

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|---|--|
| a. A composite analysis of all environmental factors inside and outside the firm. | b. A series of business decisions that aid in selling a product. |
| c. The relationship between a firm's marketing strengths and its business weaknesses. | d. A blending of four strategic elements to satisfy specific target markets. |

15. What are some challenges and limitations of social marketing? Choose the most appropriate answer.

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| a. Complexity of behaviour 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 |

16. _____ refers to the ability to influence consumer perception regarding a brand or product by establishing its identity relative to competitors.

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|-----------------------------|----------------------------|
| a. Behavioural segmentation | b. Psychological targeting |
| c. Market positioning | d. Differentiation |

17. The marketing budget section of a marketing plan details about:

- i. The cost to write the plan
- ii. The expected costs for each ad campaign based on the delivery method
- iii. The overall marketing budget for a year or campaign period
- iv. The marketing personnel job descriptions

(Choose the correct option below)

- | | |
|---------------|--------------|
| a. i and iv | b. i and iii |
| c. ii and iii | d. i and ii |

6. In a social marketing campaign on "Education for All Children" to be conducted in a remote village of Assam, answer the following questions: 5+5=10
- a) What are the ethical aspects that you need to consider while conducting the campaign?
 - b) What are the 'noises' that you may face while communicating your idea with your audience according to the Shannon-Weaver Model?
7. 2*5=10
- a) Define social marketing.
 - b) State the key take-aways of communication process models in social marketing.
 - c) What according to you are the benefits of branding your product or idea in social marketing?
 - d) What is the benefit of social franchising?
 - e) How can you evaluate the progress or success of your marketing campaign.
8. Elicit the lessons from the Behavioural Change Theories and Models. 10

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