

**MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER
SOCIAL MARKETING
MBA-207B**

Duration : 3 hrs.

Full Marks: 70

Time : 20 min.

(PART-A: Objective)

Marks : 20

Choose the correct answer from the following:

1X20=20

1. 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
2. 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
3. Which segmentation approach is the most compatible with the spirit of marketing concept?
 - a. Benefit sought
 - b. Income level
 - c. Social class
 - d. Occupational status
4. ____ 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
5. The term "marketing mix" describes:
 - 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
6. 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
7. ____ 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

8. _____ refers to the ability to influence consumer perception regarding a brand or product by establishing its identity relative to competitors.
- Behavioural segmentation
 - Psychological targeting
 - Market positioning
 - Differentiation
9. What has a strong influence on behaviour but is missing from the Theory of Planned Behaviour?
- Religion
 - Culture
 - Moral norms
 - All of the above
10. Which of these behavioural segments would be the largest segments?
- People who have interest in purchasing
 - People who have acted upon their purchase decision
 - People who have decided to purchase
 - People who are aware of the product
11. 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
12. What is the main objective of research?
- To review the literature
 - To summarize what is already known
 - To get an academic degree
 - To discover new facts or to make fresh interpretation of known facts.
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:
- Both A and R are correct and R is the correct explanation of A.
 - Both A and R are correct but R is NOT the correct explanation of A.
 - A is correct but R is not correct.
 - A is not correct but R is correct.
14. Which of the following is not a characteristic of face to face communication?
- Direct
 - Personal
 - Mediated
 - Intimate
15. Which of the following is not a characteristic of mass communication?
- Instant feedback
 - Impersonal
 - Universal access
 - Presence of gatekeeper
16. 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

- c. At company board meetings
- d. During the financial review of the company each month
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
18. Which of these is not one of the basics of a value proposition?
- a. How your product/service improves problems
 - b. Why to buy from you instead of your competitors
 - c. Benefits customers can expect
 - d. Cost of your product/services.
19. Your organisation has decided to localize its products and services to meet local market demands. A good approach to use would be _____ segmentation.
- a. Benefit based
 - b. Geographic
 - c. Education based
 - d. Income level
20. What is the name of the model that looks at behaviour change through a cycle of precontemplation, contemplation, planning, action, maintenance and termination?
- a. Theory of planned behaviour
 - b. Health belief model
 - c. Transtheoretical model
 - d. Fogg's behaviour model
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(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

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

1. a. What do you mean by Social Marketing? 2+8=10
b. Describe the marketing mix elements with the help of an example, i.e., a social product.
2. a. Discuss the behavioral factors that can be used for market segmentation. 8+2=10
b. What do you mean by exploratory research?
3. a. What are the basic communication process models that helps in choosing the communication mix tools in social marketing. 6+4=10
b. What are the benefits of positioning strategy?
4. a. How do we create a UVP? 5+5=10
b. What are the basic marketing communication mix components?
5. a. Discuss the ethical aspects that you need to consider while targeting your audience. 5+5=10
b. Elicit the importance of marketing research.
6. a. What do you mean by product positioning? 2+8=10
b. What are the positioning strategies that can be adopted by marketers?
7. a. Discuss the role of behavioral change theories in social marketing? 6+4=10
b. How can you evaluate your marketing campaigns?
8. a. Prepare a social marketing campaign plan and discuss the necessary steps and factors to consider under the campaign. 10

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