

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

**SET
A**

[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

- 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.
- Which segmentation approach among the following is the most compatible with the spirit of marketing concept?
 - Benefit sought
 - Lifestyle
 - Social class
 - Occupational status
- A person with which emotional disposition is most likely to successfully make health behaviour change?
 - Openness to new experience
 - Conscientiousness
 - Agreeableness
 - Extroversion
- What is the main objective of market 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.
- When a company identifies the parts of the market it can serve best and most profitably, it is practicing.....
 - Concentrated marketing
 - Mass marketing
 - Market targeting
 - Differentiation
- 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?
 - Size of the resulting segment
 - Perishability
 - Measurability
 - 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. 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. 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?
- | | |
|--------------------------------|---------------------------|
| a. Theory of planned behaviour | b. DOI Theory |
| c. Transtheoretical model | d. Fogg's behaviour model |
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.divides the market on the basis of lifestyle, values, motivation and beliefs of an individual.
- | | |
|------------------------------|-------------------------------|
| a. Behavioural segmentation | b. Psychographic segmentation |
| c. Geographical segmentation | d. Demographic 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.
(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. 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 |

15. What are some challenges and limitations of social marketing?
(Choose the most appropriate answer)
- | | |
|--|--|
| 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.
- | | |
|-----------------------------|----------------------------|
| a. Behavioural segmentation | b. Psychological targeting |
| c. Market positioning | d. Differentiation |
17. 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)
- | | |
|---------------|--------------|
| 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 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 |

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Discuss the process of conducting an effective social marketing campaign with reference to the issue of 'depression.' 10
2. a) Discuss the factors that you can consider for effectively segmenting the market for a behavioural change campaign with the help of appropriate example(s). 8+2=10
b) How can upstream social-marketing help in eradicating the social evils? Give examples.
3. a) For a social marketing campaign on 'Say No to Drugs', identify and describe its marketing mix. Elaborate on the communication/promotion mix elements that you would use for the same. 8+2=10
b) Suggest ways through which you can evaluate the progress or success of your marketing campaign.
4. a) Briefly discuss the criteria for developing an effective UVP with the help of appropriate example/illustration. 6+4=10
b) What are some positioning strategies that can be adopted by marketers to attract the customers?
5. Elicit the lessons from the Behavioural Change Theories and Models. 10
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. a) What according to you are the benefits of branding your product or idea in social marketing? 6+4=10
b) Briefly explain the role of social franchising.
8. Discuss how will you effectively evaluate the existing market segments to select your target audience. 10

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