



SB-4081
M.B.A. (FT) (Sem.-IV) (ATKT) & (Eve.) (Sem.-VI)
(Regular & ATKT) Examination
March/April – 2011
OMK-403 & OMK-601 : Marketing of Social Services
(Old Course)

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

<p>नीचे दशांशवले निशानीवाणी विगतो उत्तरवही पर अवश्य लखवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : M.B.A. (FT) (Sem.-4) (ATKT) & (E) (Sem.-6) (Regular And ATKT)</p> <p>Name of the Subject : OMK-403 & OMK-601 : Marketing Of Social Services (Old)</p> <p>Subject Code No. : 4 0 8 1 Section No. (1, 2,.....): 1&2</p>	<p>Seat No. : □ □ □ □ □ □</p> <p style="text-align: center; border: 1px solid black; border-radius: 15px; padding: 10px;">Student's Signature</p>
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- (2) Write both sections separately.
- (3) Both sections carry equal marks.
- (4) Figures to the right indicate marks.

SECTION - I

- 1 Discuss the relevance and importance of social marketing in the context of social issues in India. Can social marketing really make a difference ? How is it different from commercial marketing ? 20

- 2 Discuss the elements to be kept in mind for making a successful campaign in social marketing. Discuss any one in detail, as to what contributed to its success. 15

OR

- 2 Why is research important in social marketing? What micro and macro environmental factors must be kept in mind while making a social marketing plan. 15

- 3** Differentiate between campaign purpose and campaign focus. **15**
For the issue of Air Pollution, identify purpose and focus.

OR

- 3** How is segmenting and targeting done in social marketing ? **15**
Describe the criteria used for evaluating segments.

SECTION - II

- 4** ANGO is working in the area of saving animals. Develop **20**
objectives and goals for the issue of saving birds during kite flying
festival, Uttrayan.
(Note : You may choose focus and purpose)

- 5** Develop social product for the issue of sex determination test **15**
and female foeticide.

OR

- 5** Develop place and price strategy for litter prevention. **15**

- 6** Write short notes : (any **three**) **15**
(i) Competition in social marketing
(ii) KAPB model for knowing Target audience.
(iii) Evaluation and monitoring of social program.
(iv) Budgeting in social marketing.
(v) Trans-theoretical model.