

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (Regular), JULY 2022

(2020 Scheme)

Course Code : 20MBA252

Course Name: Social Marketing

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Explain the need for Social Marketing?
2. Recall the relevance of Behavioural Segmentation?
3. Outline the Mid-Stream and Up-Stream Audience Segments?
4. What is meant by Social Franchising?
5. List out the funding sources for social marketers?

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. How does Social Marketing differ from Commercial Marketing? Explain with suitable examples?
7. Explain the Hierarchy of Effects Model in developing Social Marketing Campaign?
8. Demonstrate Segmentation in the context of Social Marketing?
9. Examine Product strategy in Social Marketing? Explain the three levels of Product?
10. Describe the major components for evaluating a Social Marketing Plan?

PART C

(Compulsory question, the question carries 20 marks)

11. a) Elaborate the ten-step Strategic Planning Model in developing a Social Marketing Programme?

Marks (10)

- b) Describe the process of implementing a successful Social Marketing Campaign?

Marks (10)
