



RC-4435-36

M.B.A. (Sem. IV) (FT) VI (EVE) Examination

April / May - 2010

Marketing of Social Services

OMK-403 & OMK 601 (Regular & ATKT)

Time : Hours]

[Total Marks :

RC-4435

Instructions : (1)

नीचे दर्शावेव निशानीवाणी विगतो उत्तरवडी पर अवश्य वजवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M.B.A. (Sem. IV) (FT) VI (EVE)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Marketing of Social Services"/>	<input type="text"/>
Subject Code No. : <input type="text" value="4"/> <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="5"/>	Section No. (1, 2,.....) : <input type="text" value="1"/>
	Student's Signature

- (2) Write **both** sections **separately**.
- (3) Both sections carry **equal** marks.
- (4) Question 1 in Section I and Question 5 in Section II are **compulsory**.
- (5) Write any **two** from the rest in each section.

- 1 Marketing is marketing be it for a offering like a bike or insurance policy or a social cause like birth defects. Do you agree with the above statement ? Explain with examples. 18
- 2 For a social marketing plan to be successful it must have certain elements in it. What are these elements and how they can be incorporated in to a social marketing program ? 16
- 3 What can be the potential areas of campaign focus for the issue of 'child labor' ? What can be the purpose for the same ? 16
- 4 What are the evaluative criterias for evaluating the segments ? For the issue of 'Blood Donation' how will you segment the market ? Why ? 16

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Fillup strictly the details of signs on your answer book.

Name of the Examination :
M.B.A. (Sem. IV) (FT) VI (EVE)

Name of the Subject :
Marketing of Social Services

Subject Code No. : 4 4 3 6 Section No. (1, 2,.....) : 2

Seat No. :

Student's Signature

- (2) Write **both** sections **separately**.
 - (3) Both sections carry **equal** marks.
 - (4) Question 1 in Section I and Question 5 in Section II are **compulsory**.
 - (5) Write any **two** from the rest in each section.
- 5 Taking the issue of 'Physical Activity'. Based on the focus and objectives develop product, place and price strategy. 18
- 6 For an NGO working in the area of "USE HELMET", what could be the different behaviour, knowledge and belief objectives that could be developed ? Also explain the different alternatives for goal setting. 16
- 7 Evaluate the creative strategy and media strategy of any social advertisement that you have seen recently. 16
- 8 Write short notes : (any two) 16
- (i) Budgets and funding sources
 - (ii) KAPB model for understanding the target audience
 - (iii) Research in social marketing
 - (iv) Evaluation of social marketing plan.