

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER : III
SESSION : MO/2023**

SUBJECT: MT522R1 SOCIAL MARKETING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	How does Social Marketing differ from commercial marketing?	[5] 1	2
Q.1(b)	Why is a sequential planning process important for accomplishing a social marketing project?	[5] 1	3
Q.2(a)	Where does marketing research fit in the social marketing planning process?	[5] 2	3
Q.2(b)	Explain the outcome of situation analysis which sets the ground for next step in the process.	[5] 2	3
Q.3(a)	What is the process of arriving at selection of Target audience?	[5] 3	1
Q.3(b)	"A social marketing campaign always has a behavior objective." Justify the statement	[5] 3	2
Q.4(a)	Exhibit the positioning planks used for social messages.	[5] 4	2
Q.4(b)	"Monetary rewards and incentives can take many forms for encouraging customers to adopt a proposed behavior." What can these forms be?	[5] 4	3
Q.5(a)	How does a sound monitoring system enhance the effectiveness of a project?	[5] 5	2
Q.5(b)	Develop a brief plan for encouraging people to use face masks in post covid era.	[5] 5	5

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