

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

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER : IV
SESSION : SP/2025**

SUBJECT: MT522 R1 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.
-

		CO	BL
Q.1(a)	Compare and contrast Social Marketing with traditional marketing.	[5] 1	4
Q.1(b)	Clarify what kind of people /organizations are involved in social marketing.	[5] 1	3
Q.2(a)	Briefly explain the steps in strategic planning process for social marketing.	[5] 2	1
Q.2(b)	Elaborate on the requirement for a good situation analysis for social marketing campaign.	[5] 2	2
Q.3(a)	State the process for selecting the target audience for social marketing campaign.	[5] 3	2
Q.3(b)	Elaborate on what objectives are considered while addressing social issues.	[5] 3	2
Q.4(a)	Highlight the development of different layers of Product platform for social marketing.	[5] 4	4
Q.4(b)	Mention some strategies that help in crafting desired positioning.	[5] 4	2
Q.5(a)	“Price is the cost that the target audience associates with adopting the desired behavior.” Justify the statement.	[5] 5	4
Q.5(b)	Elaborate on traditional and non traditional media channels used for social campaigns.	[5] 5	3

:::30/04/2025 E:::