Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **14VC3015** | **Duration :** | **3hrs** |
| **Sub. Name :** | **SOCIAL MARKETING** | **Max. marks :** | **100** |

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| **Q. No.** | **Sub Div.** | **Questions** | **Course Outcome** | **Marks** |
| 1. | a. | Explain the scope of Social Marketing for India. | CO1 | 10 |
| b. | Differentiate Social Marketing and Social Media Marketing. | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | Elaborate on the functions of Social Marketing. | CO2 | 10 |
| b. | Explain the four models or approaches to Selection Behaviour of Consumers. | CO1 | 10 |
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| 3. | a. | Analyze the various dimensions of Marketing. | CO2 | 10 |
| b. | List the principles of Sustainable Development strategy. | CO2 | 10 |
| (OR) | | | |  |
| 4. | a. | What is the meaning of Social Advertising? How it is applied in Social Marketing. | CO1 | 10 |
| b. | Consumerism movement led to Social Marketing- Justify. | CO2 | 10 |
|  |  |  |  |  |
| 5. | a. | Social Marketing supports Environmental approaches-Justify. | CO3 | 10 |
| b. | Environmental Friendly Product is the key to Social Marketing now-Examine. | CO3 | 10 |
| (OR) | | | |  |
| 6. | a. | Explain Rossiters and Percy's Process model application in Social Marketing. | CO2 | 10 |
| b. | Analyze the function of Research unit in Social Marketing plan. | CO3 | 10 |
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| 7. | a. | Explain the nature of Media Planning for Social marketing. | CO2 | 10 |
| b. | Design a Social awareness program for Protection from Air Pollution in Cities. | CO3 | 10 |
| (OR) | | | |  |
| 8. | a. | What is social Campaign strategy? How it is applied to a specific problem. | CO2 | 10 |
| b. | Examine the application of New media for Social Marketing. | CO3 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | Social Marketing deals with social Problem but how to identify the problem and its root cause? | CO3 | 10 |
| b. | Suggest the social marketing strategy for uprooting the root cause of evil in the society. | CO3 | 10 |