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



**End Semester Examination – Nov / Dec – 2019**

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

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Q. No.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | Differentiate between Traditonal Marketing and Social Marketing. | CO2 | 20 |
| **(OR)** | | | |
| 2. | List and explain the 4 Ps of Marketing. | CO1 | 20 |
|  |  |  |  |
| 3. | Analyze how Social Marketing can promote environmental awareness. | CO3 | 20 |
| **(OR)** | | | |
| 4. | Create a campaign for print media on dangers of smoking. | CO3 | 20 |
|  |  |  |  |
| 5. | Define Social Marketing. Explain its major objectives. | CO1 | 20 |
| **(OR)** | | | |
| 6. | Design marketing strategies to combat the dengue menace. | CO3 | 20 |
|  |  |  |  |
| 7. | Explain the concept of Public Service Messages with examples. | CO2 | 20 |
| **(OR)** | | | |
| 8. | Develop an online Promotional campaign on illiteracy. | CO3 | 20 |
|  |  |  |  |
|  | **Compulsory**: |  |  |
| 9. | Examine the problem of mobile addiction and design a social campaign for television addressing this issue. | CO3 | 20 |