

AS-809

**M.B.A. Semester-IV Examination**  
**MARKETING FOR NON-PROFIT ORGANISATION AND SOCIAL SERVICES**  
**Paper—MBA/4203/SM**

Time : Three Hours]

[Maximum Marks : 70

**Note :—**(1) All questions are compulsory  
(2) Figures to the right indicate marks.

**SECTION—A**

1. (a) Define the term non profit marketing and social marketing. What are the applications of marketing in NPO sector in India. Discuss. 14

**OR**

- (b) Discuss the foundation of Social Marketing principles and its applications in solving the problems related to Adult Literacy programme. 14

**SECTION—B**

2. (a) What is the importance of Vision, Mission statement and Objectives in NPO and social services ? 7
- (b) Draft and Design suitable marketing objectives for the following NPOs:
- (i) Indian Red Cross Society.
- (ii) Youth Hostels Association of India. 7

**OR**

- (c) Explain the internal and external environmental factors affecting NPO and social services in India ? 7
- (d) The Child and Women Development Ministry of Government of India has recently launched "Beti Bachao Aur Beti Padhao" campaign towards girls development and protection. Evaluate the campaign on the basis of social and cultural parameters of India. 7

3. (a) Explain and justify the need of market segmentation and related issues with respect to NPO and social services. 7
- (b) The office of National Drug Control Policy, is switching branding for its anti-drug campaign. Is this a good idea ? Design suitable and alternative idea against drugs ? 7

**OR**

- (c) What factors will you consider while designing marketing mix strategies for NPO and social services ? 7
- (d) Explain and discuss the customer targeting (Beneficiary contact) for the following NPO's and social services :
- (i) Jan-Dhan-Yojana
- (ii) Women Empowerment programme by "Damini" group in rural area. 7
4. (a) Explain the theory of diffusion of innovation and adoption with respect to NPO of your choice. 7
- (b) How would you go about selecting villages in Melghat area in Vidarbha ? Where your limited staff should go to launch a micro-credit programme, on the lines of "Grameen Bank" concept in Bangladesh successfully done by Nobel award winner "Mohammed Yunus"? 7

**OR**

- (c) What factors a Marketing Manager should consider while designing distribution and delivery strategies for NPO ? Explain. 7
- (d) You and your marketing team use blogs to communicate to young people about anti smoking. How would this fit into an overall promotion strategy ? Justify. 7

### SECTION—C

5. In 1976, Mohammad Yunus, a professor of Economics at Chittagong University in Bangladesh, visited the nearby village of Jobra and talked to a number of very poor people. He asked what they needed and how might he help. They told him that they needed money for various business ideas and their only option was to go to money lenders who charged large fees. When Yunus learned that the 42 people he talked to needed just \$ 27 in total, he reached into his own pocket and provided them a loan. They invested the money and repaid him in full.

Yunus gradually built a small loan network based on the concept of 'micro-credit' and in 1983 formed the Grameen Bank, an early social enterprise that gave small loans to the poor to invest in farms, shops and craft making ventures. In 2005, Grameen Bank had over \$ 5 billion in loans. It provides micro-credit services in 71, 371 villages and its impact on the poor has been documented in the studies by the World Bank, IMF and Bangladesh Institute of Development Studies. On October 13, 2006, 'Mohammad Yunus' and the 'Grameen Bank' were jointly awarded the Nobel Prize for Peace.

- (1) Analyse and comment on the marketing strategies adopted by Grameen Bank specifically about the segmentation of Borrowers ? 7
- (2) On the lines of Grameen Bank, can Indian corporate houses run micro credit enterprises in rural areas as corporate social responsibility ? Justify with advantages and disadvantages. 7

