

AU-1649

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) What do you mean by Non-Profit Marketing ? What is the difference between Profit and Non Profit Marketing ? Justify with suitable examples. 14

OR

- (b) Explain in detail the scope and applications of the marketing to conceptualize the Adult Education and Literacy Programme in India. 14

SECTION—B

2. (a) "For social reforms and development NPO requires new visions and missions." Justify the statement. 7
- (b) NACO — National Aids Control Organisation, an NPO is jointly working with TATA Steel in Orissa and Bihar State to prevent AIDS disease. Suggest suitable marketing related objectives to NACO. 7

OR

- (c) Explain in brief how internal and external environment factors affect working of NPOs. 7
- (d) Reliance Foundation is led by Smt. Nita M. Ambani, established in 2010 at Mumbai. Their focus areas are Rural Transformation, Health Education, Disaster Response, Culture and Heritage. As a marketing consultant to Reliance Foundation identify the macro environment factors. 7

3. (a) What do you mean by segmentation, targeting and positioning with respect to NPO and social services ? 7
- (b) Sukanya Samridhi Yojana (Civil Child Prosperity Scheme) is initiated by present government on 22 Jan, 2015. Suggest suitable positioning strategy to popularise this scheme among rural population of the country. 7

OR

- (c) Define the term Marketing Mix. Explain the relevance of Marketing Mix in NPO Marketing. 7
- (d) Govt. of India introduced 'Pradhan Mantri Ujjwala Yojana to provide free LPG connections to women from below poverty line families. Identify the beneficiary targeting and positioning tools to make this programme successful. 7

SECTION—C

4. (a) Discuss the role of Broadcast media in the public service advertisement. 7
- (b) Explain the significance of delivery and distribution in marketing of social services. 7

OR

- (c) Explain the process of theory of diffusion of innovative ideas of social services. 7
- (d) Discuss the role of newspaper and leaflets as print media in mass communication of social services and NPO marketing. 7

SECTION—D

5. In 1993 survey in Mumbai, conducted by the team that would create 'PRATHAM' the following year, found that most people who sent their children to municipal schools felt that the schools were "okay" but did not provide a good education. "But what can you expect from a free education ?" This attitude towards government run schools prevailed not only among the poor but also among the middle and upper-class minority, who maintained a private school system.

Despite rising enrollment in publicly funded schools, approximately half the children registered were lagging in literacy and numeracy. In recognition to this problem, the Hewlett Foundation launched a Major Quality Education in Developing Countries (QEDC) initiative with the Bills Gates and Melinda Gates Foundation. “Pratham” was the first and largest grant recipient under this initiative. The movement was executed in 2010, with the help of volunteers mobilized and trained by Pratham teams.

“Read India”, a national scale campaign launched in 2011, was designed to rapidly improve the reading, writing and basic arithmetic skills of children between 06 and 14 years old by enhancing their quality of learning and school attendance.

As a marketing consultant to the Pratham :

- (A) How will you Review and Monitor the ‘Read India’ campaign ? 7
- (B) What research activities will you carry out to collect data from various areas of Mumbai-Suburban ? Justify your answer. 7