

AT-1457

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) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Enlist the major issues which NPO's need to address while marketing of Adult literacy programme ? 14

OR

- (b) Explain the role of Management in solving the problems of NPO's that are essentially service oriented. 14

SECTION—B

2. (a) Explain in brief about the Marketing of social services. 7
(b) "Due to the modernisation as the influence of Western culture nowadays AIDS is spreading in India slowly. You are appointed as a campaign manager for awareness programme. Suggest the awareness as well as protection how to deal with such a social evil. 7

OR

- (c) Discuss the social and the cultural factors for non profit organisation. 7
(d) What are the future conditions which can be identifiable for Campaign of "Organ Donation" ? 7
3. (a) Discuss the concept of product service life cycle. Give relevant example. 7
(b) Make a strategy for the non profit organisation "Wild Life Conservation" Awareness programme. 7

OR

- (c) Explain the concept of Marketing mix. How the factors of Marketing mix are beneficial for the non profit organisation and social service marketing ? 7
- (d) Rockland groups entered into the health care during the last decade, when the large health care companies are already established. Rockland decided not to go for very large size hospitals but to have network of relatively smaller size properties. You as a marketing manager, suggest a suitable promotion mix for the Rockland Hospital. 7

SECTION—C

- 4. (a) Explain the diffusion of innovative model. (INNOVATION DIFFUSION MODEL). 7
- (b) What media should be used for making awareness to the people regarding Beneficiary contact programme, for Anti tobacco programme ? 7

OR

- (c) In what specific ways does the distribution of services differ from the distribution of goods. 7
- (d) How electronic media will be helpful for making awareness of social evils in India ? 7

SECTION—D

- 5. Coca-Cola being one of the largest beverage company in India, realize that CSR had to be an integral part of its corporate agenda. According to the company, it was aware of the Environmental, Social and Economic impact caused by a business of its scale and therefore it had decided to implement a wide range of initiatives to improve the qualite of life of its customers, the workforce and society at large.

However the company came in for severe criticism from activists and environmental experts who charged it with depleting ground water resources in the areas in which its bottling plants were located, thereby affecting the livelihood of poor farmers, dumping toxic and hazardous waste materials near its bottling facilities and discharging waste water into the agricultural land of farmers. Moreover, its allegedly unethical business practices in developing countries led to its being one of the most boycotted companies in the world.

Notwithstanding the criticism the company continued to champion various initiatives such as rain-water harvesting, going in for sustainable packaging and recycling and serving the communities. Where it opted, Coca Cola planned to become water neutral as a part of its global strategy of achieving water neutrality. However criticism against the company refused to die down. Critics felt that Coca-Cola was spending millions of dollars to project a 'green' and environment friendly image of itself, while failing to make any change in its operations. They said that this was an attempt at greenwashing as Coca-Cola's business practices in India had tarnished its brand image not only in India but also globally.

- (1) Analyse the CSR strategy adopted by Coca-Cola India. 7
- (2) Understand the issues and Challenges faced by Coca-Cola. Also recommend strategy to overcome it. 7

