

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 full marks.

SECTION—A

1. (a) Discuss the foundation of social marketing principles and its applications in solving the problems related to Adult Literacy Program. 14

OR

- (b) What do you mean by non-profit marketing ? What is the difference between profit and non-profit marketing ? Justify with suitable examples. 14

SECTION—B

2. (a) What is the importance of vision, mission statement and objectives in NPO and Social Services ? 7
- (b) Religare Foundation was established in 2010 at Mumbai. Their focus areas are Rural Transformation, Health Education, Disaster Response, Culture and Heritage. As a marketing consultant to Religare foundation, identify the various macro-environmental factors. 7

OR

- (c) Discuss the social and cultural factors involved in non-profit organization. 7
- (d) CARE, an NPO is jointly working with Abhay Steels to create awareness on Tuberculosis (TB) and its treatment. Suggest suitable marketing related objectives for CARE. 7
3. (a) Discuss the concept of product service life cycle of N.P.O. with relevant examples. 7
- (b) Govt. of India introduced 'Ayushman Bharat Yojana' under National Health Protection Scheme to provide affordable primary, secondary and tertiary healthcare system. If you are marketing consultant, how will you target the beneficiaries ? 7

OR

- (c) Explain and justify the need of market segmentation and related issues with respect to NPO and social service. 7
- (d) Govt. of India launched the campaign to "Save the Daughter, Teach the Daughter" in Haryana State aimed at improving the child sex ratio and gender equality through education and will focus on 100 districts where the gender ratio is critical. Identify the promotion mix for the campaign. 7

SECTION—C

4. (a) What media should be used for awareness regarding beneficiary contact program for Anti-Smoking campaign ? 7
- (b) Explain the diffusion of innovative model. 7

OR

- (c) Explain the significance of delivery and distribution in marketing 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. “PACE” is private non-profit, non-governmental (NGO) based in Bangalore. It focuses on generating health impact in the country. They aim to improve health of vulnerable Indians using evidence based social marketing and other proven techniques that promotes sustained behaviour change with added emphasis on rural populations. Specifically, they focus on HIV/AIDS, Malaria, Child Health and reproductive health but have also programmes in other areas such as rural empowerment and anti-cross generational sex campaigns.
- (a) Analyse the case. 4
- (b) Analyse and comment on the marketing strategies adopted by “PACE”. 5
- (c) As a marketing consultant to “PACE”, suggest the task for corporate social responsibilities. 5