

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (R), MAY 2023

(2021 Scheme)

Course Code : 21MBA206

Course Name: Social Marketing

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Outline the characteristics of social marketing.
2. Explain the Hierarchy of Effect model.
3. Explain the term SWOT in the context of social marketing.
4. Recall the levels of product in the context of social marketing.
5. Summarize the key components of a comprehensive implementation plan.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Illustrate the steps in developing a research plan with an example.
7. Apply and explain an appropriate theory which shall aid social marketers in selecting priority audience for reducing “childhood obesity”.
8. Evaluate the positioning strategies applicable for promoting the behaviour of “eating healthy”.
9. Examine the factors that influence communication channel decisions in the context of promoting “organ donation”.
10. For a social marketer promoting blood donation, evaluate the various approaches applicable for determining budget for the campaign.

PART C

(Compulsory question, the question carries 20 marks)

11. The tobacco epidemic is one of the biggest public health threats the world has ever faced, killing more than 8 million people a year, including around 1.2 million deaths from exposure to second-hand smoke. All forms of tobacco are harmful, and there is no safe level of exposure to tobacco. Cigarette smoking is the most common form of tobacco use worldwide. Other tobacco

products include waterpipe tobacco, various smokeless tobacco products, cigars, cigarillos, roll-your-own tobacco, pipe tobacco, bidis and kreteks.

The ill-effects of smoking on health not only concern the smoker but the entire population living in the same society and sharing the economy. Smoking is associated with a general increase of costs involved with increased morbidity, lowering of the social product and excess mortality. Tobacco kills up to half of its users. Tobacco kills nearly 6 million people each year. More than five million of those deaths are the result of direct tobacco use while more than 600000 are the result of non-smokers being exposed to passive smoking.

Over 80% of the 1.3 billion tobacco users worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest. Tobacco use contributes to poverty by diverting household spending from basic needs such as food and shelter to tobacco.

The economic costs of tobacco use are substantial and include significant health care costs for treating the diseases caused by tobacco use as well as the lost human capital that results from tobacco-attributable morbidity and mortality.

Government of India launched the National Tobacco Control Programme (NTCP) in the year 2007-08 during the 11th Five-Year-Plan, with the aim to (i) create awareness about the harmful effects of tobacco consumption, (ii) reduce the production and supply of tobacco products, (iii) ensure effective implementation of the provisions under “The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003” (COTPA) (iv) help the people quit tobacco use, and (v) facilitate implementation of strategies for prevention and control of tobacco advocated by WHO Framework Convention of Tobacco Control . During the 11th Five Year Plan, NTCP was implemented in 21 states covering 42 districts. To carry forward the momentum generated by the NTCP during the 11th Five Year Plan and baseline data generated through the Global Adult Tobacco Survey (GATS) India 2009-2010, indicating high level of prevalence of tobacco use, it was upscaled in the 12th Five Year Plan with a goal to reduce the prevalence of tobacco use by 5% by the end of the 12th FYP.

- a) Analyze the pricing strategies which can be implemented by NTCP for lowering the habit of smoking. (8 marks)
- b) Make use of an appropriate theory for developing a marketing mix strategy in the given context. (8 marks)
- c) Assess the different methods by which NTCP can sustain the behaviour of non-smoking for individuals who have quit the habit. (4 marks)
