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III Semester M.B.A (Day & Evening) Degree Examination June/July - 2024

**MANAGEMENT**

**Business And Social Marketing**

**(CBCS Scheme 2019 Onwards)**

**Paper : 3.3.2**

**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A**

Answer any **five** questions from the following. Each question carries **5** marks. **(5×5=25)**

1. Distinguish with suitable examples the concepts of business marketing versus consumer marketing.
2. What is meant by ethics in purchasing? Explain with appropriate examples.
3. What is meant by brand strategy? Give an example for the same.
4. What are the differences between commercial marketing and social marketing? Use suitable examples to illustrate your answer.
5. How can you apply social marketing models to healthcare management?
6. What are the factors guiding communication channel decisions?
7. What are the challenges faced in social marketing?

**SECTION - B**

Answer any **three** questions from the following. Each question carries **10** marks. **(3×10=30)**

8. What is a social marketing plan? What are the steps required in formulating a social marketing plan?
9. What are price determinants? Explain the factors that influence pricing strategies.
10. How are strategies for new and existing products developed? Illustrate your answer with suitable examples.

**[P.T.O.]**



11. Explain the interpersonal dynamics of business buying behaviour and the role played by the buying centre in dealing with the different business buying behaviour.

### SECTION - C

12. **Compulsory Case Study:** (1×15=15)

A well-known Indian manufacturer of men's cosmetic products has been selling their products in the traditional market for three decades. Their products include shaving cream, after shave lotions and creams, colognes, deodorants, and perfumes.

The Board of Directors of the manufacture have currently decided to sell these products online as well. There is a well-established sales network consisting of wholesalers, and retailers who are objecting to the idea of selling these products online with the feeling that their sales will be affected adversely.

You are one of Directors and you are in favour of selling these products online. You are required to do the following:

1. Prepare a document that will convince the existing sales network that sales will not be adversely affected.
  2. Prepare a successful social marketing plan for the products systematically.
  3. Describe the advertising message that you will propound to the new online customers as well as to the existing customers about the new online sales plan.
  4. Discuss how you will implement the new social marketing plan with the different social media partners.
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