

college students wherein college students are supposed to be register online, read various editorials and give their comment. The most reviewed and liked blog will be awarded with cash prizes weekly. Design suitable Media strategy to popularise this concept. 7

OR

(C) How Distribution and delivery of social services are implemented by the NPO and NGO ? Explain with suitable example. 7

(D) Vidarbha and Marathwada region is facing severe water problem due to very less rainfall in Monsoon season. How will you make aware people of your local society to save water and avoid upcoming disaster? 7

SECTION C

5. In late 2015, Shell foundation launched the programme "Room to breathe" to help low income household save money and improve health while tackling a major contributor to climate change by fostering demand for improved 'cook stove' that reduce fuel usage to indoor air pollution.

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Fourth Semester M. B. A. Examination

(New)

**MARKETING FOR NON-PROFIT
ORGANISATION AND SOCIAL SERVICES**

(MBA/4203/SM)

P. Pages : 5

Time : Three Hours]

[Max. Marks : 70

Note : (1) Solve all questions.
(2) Figures to the right indicate Marks.

SECTION A

1. (A) What are the differential features of NPO marketing and Business Marketing ? Explain scope, application and classification of NPO marketing. 14

OR

(B) Explain the relevance of marketing in solving various social issues of India. How marketing will benefit in resolving social services like social forestry and Adult literacy programme ? 14

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P.T.O.

SECTION B

2. (A) "For social development, NPO requires new vision and Mission statement. Justify the statement. 7
- (B) 'AYUSH' an NGO working in the 'cities of Maharashtra to spread awareness training of Ayurveda, Yoga and Naturopathy. Design suitable Marketing objectives for the AYUSH". 7

OR

- (C) Discuss and analyse various internal environmental factors affecting NPO and social services. 7
- (D) HLFPPT (Hindustan Latex Family Planning Promotion Trust) is active NPO to promote family planning awareness campaign. Identify various socio-cultural environmental factors which may be faced by the HLFPPT in India. 7
3. (A) Explain the concept of STP-segmentation. Targetting and positioning in the context of NPO and social services. 7

- (B) Identify the stages of the product service life cycle of the following :—
NPO and social service agencies
- (i) "Increasing Road Safety" (Maruti Suzuki India LTD. (2000–2015).
- (ii) TISS : "Tata Institute of Social Sciences". 7

OR

- (C) Elaborate various Marketing Mix strategies that can be used for any NPO and social services. 7
- (D) Identify and evaluate the segmentation strategies for the beneficiaries of the social services such as :-
- (i) Minimising accidental death at local illegal passing points.
- (ii) Quit snoking campaign by Cancer Patient Aid Association. 7
4. (A) Explain Beneficiary contact programme in the context of NPO and social services. 7
- (B) 'Loksatta' is leading Newspaper in Marathi recently started "Blog-Bencher" concept for

Shell foundation ran a trial campaign in various parts of India specifically Rural India. A slogan: 'My kitchen, My pride' was also created to emphasize the cleaner kitchen that would result from using improved cook stoves.

In the subsequent main campaign, messaging was changed to focus more closely on the benefit and barriers to purchase the cook stove.

- (A) Comment on the CSR initiative taken by Royal Dutche's Shell foundation. 7
- (B) Analyse and Monitor the campaign "Room to Breathe" in the light of Health related issues of Rural Women. 7



