

MBA (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 marks.

SECTION—A

1. (a) Define the term Profit Marketing and Non-Profit Marketing. Explain in detail how Non-Profit organisations are classified. Give suitable examples. 14

OR

- (b) Discuss the scope and applications of social marketing to formulate the strategies for the Health and Family Welfare and Social Forestry programme in Maharashtra State. 14

SECTION—B

2. (a) "All NPOs and social services initiated by commercial organisations need marketing objectives to reach to beneficiaries effectively". Justify the statement. 7

- (b) Draft vision, mission statement and marketing objectives for the following NPO and social services :

(i) PETA : People for Ethical Treatment of Animals.

(ii) SPICMACAY : Society for Promotion of Indian Classical Music Amongst Youth in India. 7

OR

- (c) Enumerate the Role of Macro-environmental influences in Marketing social services. 7

- (d) RE : Reliance Foundation signed a MOU with Government of Rajasthan for the implementation of Project "Asman" to accelerate the reduction of maternal and early neonatal mortalities at Govt. hospitals. How will you monitor social and legal factors to promote this noble service in Rajasthan ? 7

3. (a) Explain the concept of product services life cycle with reference to NPO and social services. 7

- (b) Identify and evaluate the market segmentation strategies for the following NPO and social services :

(i) Diabetes awareness programme by Indian Medical Association (IMA).

(ii) Clean-your city campaign by Municipal Corporation of your city. 7

OR

- (c) Explain the process and types of Beneficiary Targeting in the context of NPO. 7

- (d) Comment on the Marketing Mix strategies of the following :

(i) Government's ATAL Pension Yojana

(ii) Pradhan Mantri Gram Sadak Yojana. 7

SECTION-C

4. (a) Explain the role of channels of distribution of funds and donations in NPOs. 7
(b) What are the factors affecting Beneficiary contact programme in NPO and social services ? 7

OR

- (c) What problems do marketers faced to diffuse innovative ideas of social benefits ? Suggest remedies to overcome them. 7
(d) Explain the role of Newspapers and Magazines in promoting social services. 7

SECTION-D

5. Tuberculosis (T.B.) is a highly contagious airborne disease, and if left untreated, it is deadly. Around 3.5 millions of Indians, most of them poor and malnourished, constitute 21% of the world's burden of TB cases. The Government of India is currently addressing this issue through its revised NTCP : National Tuberculosis Control Programme. However the programme has not done well in poor areas where the necessity to administer DOTs programme (Directly Observed Therapy) is the Highest.

Operation 'ASHA', with over 250 centres in India is the largest NPO working to eliminate TB in India.

Its mission is to eliminate TB among disadvantaged communities by providing free treatment, counselling, education and supporting services to TB patients in the communities where they work.

Operation ASHA's management information system foster continuous monitoring and rigorous reporting.

It has conducted approximately 40 awareness camps so far.

The GOI revised National TB programme and provides free medical, diagnostic and care facilities. Being Promotional Advisor to District Programme Coordinate of 'ASHA' :

- (a) Suggest suitable mass communication tools and promotional measures for ASHA TB Campaign. 7
(b) How will you monitor and evaluate the marketing strategies for ASHA TB Campaign ? 7