

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2024-26)**  
**Fourth Semester Regular Examination April 2026**

<b>Course Name:</b>	<b>Social Marketing</b>	<b>Course Code</b>	<b>M-M-403</b>
<b>Roll No.</b>		<b>Marks</b>	<b>60</b>
<b>Total No. of Questions</b>	<b>6</b>	<b>Duration</b>	<b>2 Hour</b>
<b>Total No. of printed pages</b>	<b>3</b>	<b>Date</b>	<b>16.04.2026</b>

**Course Outcome Statements:**

1. CO1: To recall the concepts and principles relating to social marketing
2. CO2: Understand the importance of social marketing in influencing Behaviours
3. CO3: Apply concepts learnt to real-life plans
4. CO4: Analyse social marketing campaigns
5. CO5: Evaluate the plan on Objectives, behaviours, cost, and ethical aspects
6. CO6: Create a social marketing campaign based on concepts learnt

**Instructions: -**

**Q. No 1** (All Questions are Compulsory)

**Marks**      **BL**      **CO**

Q. No.	Questions			
Q. 1	Case/Case-let Study			

	<p><b>“Clean Hands, Safe Kids” Campaign</b>            Many students do not wash their hands properly before eating, leading to stomach infections and absenteeism. To address this issue, the local health department launched a social marketing campaign called <b>“Clean Hands, Safe Kids.”</b> The goal was to encourage regular handwashing with soap among children aged 6-14 years.</p> <p><b>Campaign components:</b></p> <ul style="list-style-type: none"> <li>• School workshops where teachers demonstrated proper handwashing techniques</li> <li>• Posters and stickers placed near washbasins in schools</li> <li>• Short animated videos shown during morning assemblies</li> <li>• Social media messages targeted at parents</li> <li>• Partnership with soap brands to provide free soap in selected schools</li> </ul> <p><b>Campaign Duration:</b></p> <ul style="list-style-type: none"> <li>• Month 1-2: Teacher training and development of campaign materials</li> <li>• Month 3-5: Conducting workshops, displaying posters, and showing videos in schools</li> <li>• Month 6: Monitoring, feedback collection, and evaluation</li> </ul> <p><b>Campaign Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Health Department: Overall campaign design, funding allocation, and monitoring</li> <li>• Schools (teachers and principals): Conducting workshops and reinforcing daily handwashing habits</li> <li>• NGOs: Training teachers and coordinating implementation across schools</li> <li>• Corporate Sponsors (CSR): Providing funds and distributing free soap</li> </ul> <p><b>Total Budget of ₹25 lakhs:</b></p> <ul style="list-style-type: none"> <li>• ₹10 lakhs for media and materials (posters, videos, social media)</li> <li>• ₹8 lakhs for training and workshops</li> </ul>			
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	<b>a.</b>	<p><b>Analyze</b> the core components of the implementation plan by identifying:</p> <ul style="list-style-type: none"> <li>• What activities will be carried out?</li> <li>• Who is responsible for each activity?</li> <li>• When will each activity take place?</li> <li>• How much each component is likely to cost?</li> </ul>	<b>5</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b.</b>	<p><b>Evaluate</b> the campaign using the following framework:</p> <ul style="list-style-type: none"> <li>• Inputs</li> <li>• Outputs</li> <li>• Outcomes</li> <li>• Impacts</li> <li>• ROI</li> </ul>	<b>5</b>	<b>Level 5</b>	<b>CO5</b>
<b>Q. 2</b>		<b>Answer the following</b>			
	<b>a.</b>	<p><b>Explain</b> the following positioning strategies in simple words with one example each for mental health awareness:</p> <ul style="list-style-type: none"> <li>• Barrier</li> <li>• Benefit</li> </ul>	<b>10</b>	<b>Level 5</b>	<b>CO5</b>
<b>Or</b>					
	<b>b.</b>	<p><b>Compare</b> the following types of price strategies with one example each for a digital detox social campaign:</p> <ul style="list-style-type: none"> <li>• Monetary incentive</li> <li>• Monetary disincentive</li> </ul>	<b>10</b>	<b>Level 5</b>	<b>CO5</b>
<b>Q. 3</b>		<b>Answer the following</b>			
	<b>a.</b>	<p>A city wants to promote reusable cloth bags to reduce plastic waste. Assume that plastic waste is visible, cloth bags are easily available, and people often forget to carry them. <b>Analyze</b> this initiative using Impact, Willingness, Measurability, Market opportunity, and Market supply, and conclude whether it is an effective intervention.</p>	<b>10</b>	<b>Level 4</b>	<b>CO4</b>
<b>Or</b>					
	<b>b.</b>	<p>A social campaign wants to reduce plastic use among consumers. <b>Examine</b> the priority audience using the following insights:</p> <ul style="list-style-type: none"> <li>• Perceived barriers</li> <li>• Desired benefits</li> <li>• Potential motivators</li> <li>• Competition</li> <li>• Influential others</li> </ul>	<b>10</b>	<b>Level 4</b>	<b>CO4</b>
<b>Q. 4</b>		<b>Answer the following</b>			
	<b>a.</b>	<p>A campaign wants to promote the use of public transport in a city. <b>Apply</b> PESTLE analysis to understand how those factors may influence the campaign</p>	<b>10</b>	<b>Level 3</b>	<b>CO3</b>
<b>Or</b>					
	<b>b.</b>	<p>A campaign wants to promote handwashing habits among the public. <b>Make use of</b> the different targeting approaches</p>	<b>10</b>	<b>Level 3</b>	<b>CO3</b>

		and explain how the campaign would be designed using: <ul style="list-style-type: none"> <li>• Undifferentiated approach</li> <li>• Differentiated approach</li> </ul>			
<b>Q. 5</b>		<b>Answer the following</b>			
	<b>a.</b>	<b>Contrast</b> the monetary and non-monetary costs involved in social marketing	<b>10</b>	<b>Level 2</b>	<b>CO2</b>
<b>Or</b>					
	<b>b.</b>	<b>Compare</b> social marketing influence levels (downstream, midstream, and upstream)	<b>10</b>	<b>Level 2</b>	<b>CO2</b>
<b>Q. 6</b>		<b>Answer the following</b>			
	<b>a</b>	<b>i</b> <b>Recall</b> the concept of 4Ps in social marketing	<b>5</b>	<b>Level 1</b>	<b>CO1</b>
		<b>ii</b> <b>Name</b> the three core questions of message strategy	<b>5</b>	<b>Level 1</b>	<b>CO1</b>
<b>Or</b>					
	<b>b</b>	<b>i.</b> <b>What</b> are the three types of campaign objectives?	<b>5</b>	<b>Level 1</b>	<b>CO1</b>
		<b>ii</b> <b>List</b> the segmentation variables for choosing the priority audience	<b>5</b>	<b>Level 1</b>	<b>CO1</b>