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**21SOC4S3LT**



Sl. No.

**M.A. IV Semester Degree Examination, Sept./Oct. - 2024**

**SOCIOLOGY**

**Social Marketing**

**(NEP)**

Time : 1 Hour

Maximum Marks : 30

**Note :** Answer **all** the questions.

1. The term "Marketing" refers to :  
(A) Promotion of the product  
(B) Focusing on sales and profit  
(C) Strategizing and implementing the organization process  
(D) Set of activities to deliver customer value and satisfaction
2. In the evolution of marketing the production period ended in :  
(A) Late 1800s  
(B) After the Second World War  
(C) In the 1920s  
(D) Early 20<sup>th</sup> Century
3. According to Philip Kotler Marketing is :  
(A) A Science  
(B) An Art  
(C) Both Science and Art  
(D) None of the above
4. Logistics management is mainly concerned about :  
(A) Promotion  
(B) Production  
(C) Supply Chain Management  
(D) Sales
5. Who is the father of Modern Marketing ?  
(A) Philip Kotler  
(B) Peter F. Drucker  
(C) Abraham Maslow  
(D) Raymond Kroc
6. Which one is not a part of the 4 P's ?  
(A) Product  
(B) People  
(C) Price  
(D) Place



**P.T.O.**

7. What is the branding functions of Marketing ?
- (A) A separate identity.
  - (B) Support services that a product requires.
  - (C) The first impressions of your product
  - (D) Selling price per unit that customer pay.
8. Which of the following is a key element in social marketing campaigns ?
- (A) Maximizing share holder value
  - (B) Focusing solely on profit
  - (C) Targeting specific social issues
  - (D) Ignoring consumer preferences
9. Sales marketing deals with :
- (A) Sales                      (B) Product                      (C) Profit                      (D) Market
10. The prime objective of marketing is :
- (A) Pricing    (B) Service
  - (C) Sales    (D) Consumer satisfaction
11. The major objective of any marketing activity is to :
- (A) Sell    (B) Product
  - (C) Creates    (D) Increase awareness
12. In the service industry how many P's comprise the Marketing Mix ?
- (A) 4 P's                      (B) 7 P's                      (C) 10 P's                      (D) 8 P's
13. What is the primary goal of Social Marketing ?
- (A) Profit generation                      (B) Behaviour change for social good
  - (C) Marketing expansion                      (D) Product promotion
14. In social marketing, what does the term 'Segmentation' refer to ?
- (A) Dividing the market based on income.
  - (B) Identifying and Targeting specific.
  - (C) Ignoring the diversity of the audience.
  - (D) Focusing on a broad audience.



15. What is the significance of the '4 P's' in Social Marketing ?
- (A) Traditional marketing principles not applicable to social marketing
  - (B) Price, Product, Promotion and Place - Elements of the marketing mix
  - (C) A frame work for profit driven marketing only
  - (D) A concept irrelevant to social issues
16. What does 'Social Marketing Evaluation' involve ?
- (A) Ignoring the need for assessment
  - (B) Measuring financial profitability only
  - (C) Assessing the impact and effectiveness of social campaigns
  - (D) Focusing on audience segmentation only
17. \_\_\_\_\_ is the key term in AMA's definition of marketing.
- (A) Sales
  - (B) Promotion
  - (C) Value
  - (D) Profit
18. Which one of the these in an appropriate definition of 'Want' ?
- (A) The desires of consumers
  - (B) Needs related to society
  - (C) Basic human needs
  - (D) Needs directed to the product
19. Which part of the consumer's income interests the marketers ?
- (A) Gross income
  - (B) Disposable income
  - (C) Inflationary income
  - (D) Discretionary income
20. Good marketing is a result of careful Planning and \_\_\_\_\_.
- (A) Research
  - (B) Sales
  - (C) Execution
  - (D) Strategies
21. Tiktok was launched in the year :
- (A) 2017
  - (B) 2018
  - (C) 2019
  - (D) 2020
22. Full form of KFC :
- (A) Kitchen Fried Chicken
  - (B) Kitchen Fry Chicken
  - (C) Kentucky Fried Chicken
  - (D) Kentucky Fry Chicken



23. What distinguishes social marketing from traditional marketing ?
- (A) Focus on profitability.
  - (B) Exclusively online presence.
  - (C) Emphasis on social issues and behaviour change.
  - (D) Celebrity Endorsements.
24. SMM helps to improve :
- (A) Brand awareness
  - (B) Product visibility
  - (C) Both (A) and (B)
  - (D) None of the above
25. Dividing the market into homogeneous groups is called :
- (A) Segmentation
  - (B) Classification
  - (C) Analysis
  - (D) Grouping
26. Which brand uses the slogan "It's Finger - Lickin Good" ?
- (A) Popeye's
  - (B) Mrs. Winters
  - (C) KFC
  - (D) Chikfila
27. Marketers who are successful focus primarily on \_\_\_\_\_ the value of their products.
- (A) Depreciating
  - (B) Enhancing
  - (C) Demonizing
  - (D) None
28. Which brand uses the slogan "zoom, zoom, zoom" ?
- (A) Mazda
  - (B) Toyota
  - (C) Subaru
  - (D) Kia
29. What do you understand by marketing buzz ?
- (A) Social Marketing
  - (B) Traditional Marketing
  - (C) Digital Marketing
  - (D) Viral Marketing
30. What is the 'Call to action' in Social Marketing ?
- (A) Encouraging in action.
  - (B) Promoting the audience to take a specific action.
  - (C) Ignoring the audience response.
  - (D) A passive approach to communication.

