

SOCIAL MARKETING

Roll No. 2120

1. What do you understand by environment in social marketing? Explain its components briefly
2. Explain the various positioning strategies.
3. What is promotion mix? Explain the way of developing promotion mix for social product.
4. Highlight the ethical code of conduct to be followed in social marketing.
5. Elaborate on financial literacy and small savings.

Roll No. 2174

1. Explain briefly the impact of environment on social marketing.
2. What do you mean by targeting? Explain the way of selecting the target audience for social marketing.
3. Discuss the various pricing strategies in social marketing.
4. What is the importance of ethics in social marketing?
5. Elaborate on social entrepreneurship.