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III Semester M.B.A. (Day / Evening) Degree Examination, May/June - 2025

MANAGEMENT

Business and Social Marketing

(CBCS Scheme 2019)

Paper : 3.3.2

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following. Each question carries **5** marks. **(5×5=25)**

1. How do you differentiate business marketing from consumer marketing?
2. Explain websites and wind model of organizational buying behaviour.
3. Write a short notes on Direct and Indirect channels.
4. Explain learning curves and competitive bidding.
5. Discuss the factors that influence the pricing strategies.
6. Discuss the customer relationship management strategies for business markets?
7. Differentiate commercial marketing from social marketing.

SECTION - B

Answer any **Three** questions from the following. Each question carries **10** marks. **(3×10=30)**

8. Discuss developing strategies for new and existing products.
9. Explain the different promotional strategies in business marketing.
10. Elaborate the steps in developing a social marketing plan.
11. Assuming you as a manager of a Company producing Cosmetic products. Develop a place strategy and how do you manage the same for the product marketing?

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SECTION - C

12. Compulsory (case study): **(1×15=15)**

TOMS Shoes' "One for One" initiative is a fascinating example of blending philanthropy with business. Founded by Blake Mycoskie in 2006, the company operates on a simple yet impactful model : for every pair of shoes sold, TOMS donates a pair to a child in need2. This approach, termed "philanthropic capitalism," has resonated with socially - conscious consumers and contributed to the company's success.

The initiative has expanded beyond shoes. For instance, TOMS introduced eyewear in 2011, where part of the profit from each sale is used to restore or save someone's eyesight2. The company also leverages social media and celebrity endorsements to promote its mission and connect with its audience. Celebrities also play a role in raising brand awareness for TOMS shoes through social media. Notable figures such as Keira Knightley, Scarlett Johansson, Liv Tyler, Anne Hathaway, Tom Felton, and Julia Roberts have contributed to the visibility of TOMS Shoes and its mission.

Toms Shoe's collaborations with partners such as Marvel and Once Upon a Farm have allowed them to tap into new audiences and amplify their social impact message. These partnerships have expanded their reach and reinforced their brand positioning as a leader in corporate social responsibility. In addition to their online presence, Toms Shoes' retail stores feature interactive displays that showcase the impact of their "one for one" model. This hands - on approach enhances customer engagement and empathy, allowing shoppers to connect with the brand on a deeper level.

Questions :

a) What is the "One for One" model?

b) How does Toms Shoes utilize social media in its marketing strategy?

c) Are there any celebrity endorsements associated with Toms Shoes?

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