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Reg. No. | | | | | | | | |

III Semester M.B.A. (Day & Eve.) Degree Examination, March/April - 2022

MANAGEMENT

Business and Social Marketing

(CBCS Scheme 2019 Onwards)

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. Classify the various Industrial Products and Services.
2. Write a note on the Channel Design Framework.
3. Discuss the recent trends in Advertising.
4. Distinguish between Consumer and Industrial Marketing.
5. Briefly explain the Evolution of Social Marketing.
6. What are the 4 P's of social Marketing? Provide an example for each.
7. Explain the Role of Social Marketing on Prevention of HIV.

SECTION - B

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

8. What is Business Marketing? Explain the characteristics of Business Marketing.
9. Discuss the various elements of Webster and Wind model of Organizational Buying Behavior.
10. Explain the Customer Relationship Management for Business Markets.
11. Discuss in detail the Traditional and Non - Traditional media channels in Social Marketing.

SECTION - C

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

Sana is manager of a Foodies Corner restaurant in a city with many "elderly people". She has noticed that some senior citizens have become not just regular consumers - but consumers who come for breakfast and stay on until about 3 PM. Many of these older customers were attracted initially by a monthly breakfast special for people aged 55 and older. The meal costs $1.99, and refills of coffee are free. Every fourth Monday, between 100 and 150 elderly people, jam, Sana's Foodies Corner, for the special offer. Now almost as many of them are coming every day turning the fast - food restaurant into a meeting place. They sit for hours with cup of coffee, chatting with friends. On most days, as many as 100, will stay, from one to four hours. Sana's employees have been very friendly to the elderly people, calling them by their first names and visiting with them each day. in fact, Sana's Foodies Corner is a happy place with her employees developing close relationships with the elderly people. Some employees have even visited customers who have been

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hospitalized. "You know," Sana says, "Really get attached to the customers. They're like my family. I really care about these people". They are all "friends" and it is part of Foodies Corner corporate philosophy (as reflected in its Web site, www.mcdonalds.com) to be friendly with its customers and to give back to the communities it serves. These older customers are an orderly group and very friendly to anyone who comes in . Further, they are neater than most customers and carefully clean up their tables before they leave. Nevertheless, Sana is beginning to wonder if anything should be done about her growing "non - fast - food" clientele. There is no crowding problem yet, during the time when the elderly people like to come. But if the size of the senior citizen group continues to grow, crowding could become a problem. Further, Sana is concerned that her restaurant might come to be known as an "old people's' restaurant-which might discourage some younger customers. And if customers felt the restaurant was crowded, some might feel that they wouldn't get fast service. On the other hand, a place that seems busy might be seen as "a good place to go" and a "friendly place". Sana also worries about the image she is projecting. Foodies Corner is a fast - food restaurant normally customers are expected to eat and run. Will allowing people to stay and visit change the whole concept? In the extreme, Sana's Foodies Corner might become more like a European - style restaurant where the customers are never rushed and feel very comfortable about lingering over coffee for an hour or two! Sana knows that the amount her senior customers spend is similar to the average customer's purchase - but the elderly people do use the facilities for a much longer time. However, most of the older customers leave Foodies Corner by 11:30, before the noon crowd comes in. Sana is also concerned about another possibility. If catering to elderly people is OK, then should she do even more with this age group? Unparticular, she is considering in offering bingo games during the slow morning hours : 9 AM to 11 AM. In the U.S., bingo was originally called "beano". It was a country fair game where a dealer would select numbered discs from a cigar box and players would mark their cards with beans. They yelled "beano (Bingo)" if they won. Bingo is popular with some elderly people, and this could be a new revenue source - beyond the extra food and drink purchases that probably would result. She figures she could charge $5 per person for the two-hour period and run it with two underutilized employees. The prizes would be coupons for purchases at her store (to keep it legal) and would amount to about two - thirds of the bingo receipts (at retail prices). The party room area of her Foodies Corner would be perfect for this use and could hold up to 150 persons.

Questions :

1. Assess Sana's current marketing strategy regarding senior citizens. Does this strategy improve this Foodies Corner image?
2. What should she do about the senior citizen market that exists?
3. Should she encourage, ignore, or discourage elderly people who are her regular customers? What should she do about the bingo idea? Explain.
