



UNIVERSITI MALAYSIA TERENGGANU

FINAL EXAMINATION

SEMESTER I SESSION 2025/2026 (BACHELOR DEGREE)

COURSE : SOCIAL MARKETING

COURSE CODE : MGM3053

DURATION : 2 HOURS

MATRIC NO. : _____

PROGRAMME : _____

SEAT NO. : _____

INSTRUCTIONS TO CANDIDATES

- i. Answer all questions in Part A and Part B
- ii. All answers must be written in OMR form and the answer booklet provided.

DO NOT OPEN THE QUESTION PAPER UNTIL INSTRUCTED

THIS QUESTION PAPER CONSISTS OF TWELVE (12) PRINTED PAGES

PART B – Structured Question (60 Marks)

Answer all questions in the answer booklet provided.

1. Funding and monitoring are essential, interconnected phases in the lifecycle of any successful social marketing campaign.
 - a. Illustrate with example **four (4)** potential sources for additional social marketing campaign funding. (10 Marks)
 - b. Determine any **four (4)** potential reasons for measuring a social marketing campaign. (10 Marks)
2. Bullying among adolescents has become a major concern in schools and online spaces, leading to emotional distress and long-term psychological harm. A social marketing campaign is being developed to reduce bullying behavior and promote positive peer interactions.
 - a. Classify the core product, actual product, and augmented product that would be included in the social marketing plan. (12 marks)
 - b. Develop any **two (2)** product elements to assist your audience in performing the behavior. (8 Marks)
3. The rise in unhealthy eating habits among university students has led to an increase in obesity and related health issues. A social marketing campaign is being developed to encourage students to adopt balanced diets and sustain healthy eating behaviors on campus.
 - a. Point out the phases that are organized by any two (2) elements of the marketing plan, especially when funding levels are inadequate. (10 marks)
 - b. In the context of implementing and sustaining behavior change plans, demonstrate how the campaign can effectively apply the following strategies to ensure long-term impact. (10 marks)

End of Question Paper