
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
COMMUNITY DEVELOPMENT**

CDEV 252: SOCIAL MARKETING AND DEVELOPMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 06/12/2018

2.30 P.M – 4.30 P.M

INSTRUCTIONS

- **Answer question one and any other two questions**

1. (a) Describe the concept of social marketing. [4marks]
(b) Discuss the similarities and differences for the social marketing and commercial marketing functions between a non profit and for profit organization respectively.

[8 marks]

- (c) Explain what social marketing methods and channels you would use to change college students' beliefs about and attitudes towards drug abuse. [8 marks]
2. Critically analyze non –profit/social marketing strategies in the light of market segmentation, positioning and targeting objectives. [20 marks]
3. Discuss the relevance of the following marketing mix to social marketing. [20 marks]
 - (a) Place
 - (b) Product
 - (c) Pricing
 - (d) Promotion
 - (e) Partnership
 - (f) People

4. (a) If you were going to develop a social marketing programme targeting young people to moderate their alcohol consumption, what would be among the most important things you would consider? [10 marks]

(b) What are the advantages and disadvantages of TV network advertising, viral advertising and mobile phone advertising to reach and impact:

(i) Young people

(ii) Retired people

(iii) Rural dwellers? [10 marks]

5. Given that smoking rates are higher among lower socio-economic and lesser educated groups, what are the ethical issues involved in.

(a) Charging higher medical insurance rates for smokers

[10 marks]

(b) Doctors refusing to provide medical services to smokers? [10 marks]
