
CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
ODEL**

**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) What are the major differences between commercial marketing and social marketing?
[10 marks]
- (b) How might a social marketing campaign to decrease physical inactivity differ from one to increase physical activity? [10 marks]
- (c) Explain how policy and partnerships enhances the efficacy of the marketing mix?
[10 marks]
2. How could you use Cialdini's principles to:
 - (a) Increase smoker's likelihood of successfully quitting; [10 marks]
 - (b) Increase hand washing by children? [10 marks]
3. (a) Identify and expound on various major competition to social marketing programmes attempting to decrease overweight and obesity in the community. [10 marks]
- (b) What do alcohol advertisers promise young people in exchange for consuming their products? [10 marks]
4. (a) What do you understand by an integrated marketing mix? [5 marks]
- (b) What are the basic reasons for social marketing segmentation? [5marks]

- (c) Pick a well known packaged good brand in your country . Describe what you think is that brand's marketing mix. [10 marks]
5. (a) Working as a social marketer, explain how you would determine whether or not to go a head with a partnership with a commercial organization? [10 marks]
- (b) What are the advantages and disadvantages of mobile phone advertising to reach and impact:
- (i) Retired people [5 marks]
- (ii) Rural dwellers? [5 marks]
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