

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF BACHELOR OF  
SCIENCE IN COMMUNITY DEVELOPMENT**

**CDEV 252: SOCIAL MARKETING AND DEVELOPMENT**

**STREAMS: CDEV ODEL**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 01/04/2021**

**2.30 P.M. – 4.30 P.M.**

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- *Answer all question in Section A and any two in Section B*

**SECTION A COMPULSORY (30 MARKS)**

1. Define the following terms as used in the course:
  - (a) Social marketing (2 marks)
  - (b) Commercial marketing (2 marks)
2. Three major sets of factors influence whether or not messages are attended to and how they are processed, briefly discuss these THREE factors. (6 marks)
3. Tactics that increase message acceptance in high involvement controversial areas are many. Briefly explain any THREE tactics. (6 marks)
4. Social marketers need to ensure the highest ethical standards in promoting social causes. Discuss briefly FOUR ethical principles a social marketer should bear in mind. (8 marks)
5. Briefly describe THREE major ways of segmenting populations. (6 marks)

**SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

6. Using examples, discuss FOUR environmental factors that have an influence on social marketing. (20 marks)

7. Expound on FIVE advocacy approaches that can be applied in the context of social marketing. (20 marks)
  8. Discuss FIVE ways in which product considerations in social marketing differ from commercial marketing. (20 marks)
  9. Expound on FIVE major channels through which messages are delivered to target audiences in social marketing. (20 marks)
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