

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

TIME: 2 HOURS

DAY/DATE: THURSDAY 25/03/2021

2.30 P.M. – 4.30 P.M.

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- *Answer question one and any other two questions*

Question one

- (a) Describe the concept of social marketing (6 marks)
- (b) Discuss the similarities and differences for the social marketing and commercial marketing functions between a non-profit and for-profit organization respectively. (10 marks)
- (c) Using relevant examples, explain what social marketing methods and channels you would use to change youths' beliefs and attitudes towards alcoholism. (14 marks)

Question two

How could you use Cialdini's principles to;

- (a) Increase smokers' likelihood of successfully quitting; (10 marks)
- (b) Improve personal hygiene among primary school children? (10 marks)

Question three

Discuss the main factors you would consider to segment your target market as a social marketer.

Use examples to justify your answer (20 marks)

Question four

- (a) Identify and expound on various major competition to social marketing efforts attempting to discourage early sex among teenagers in community (10 marks)
- (b) From various beer adverts, what is it that alcohol advertisers promise young people in exchange for consuming their products? (10 marks)

Question five

- (a) Working as a social marketer, explain how you would determine whether or not to go ahead with a partnership with a corporate? (10 marks)
 - (b) What are the advantages and disadvantages of using mobile phone advertising to reach and impact rural retired people (10 marks)
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