CHUKA   UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CDEV 252: SOCIAL MARKETING AND DEVELOPMENT

STREAMS: BSC (CDEV) (ODEL)   **TIME: 2 HOURS**

DAY/DATE: TUESDAY 05/10/2021   **2.30 P.M – 4.30 P.M.**

INSTRUCTIONS:
- **Answer question ONE and any other TWO questions.**

1.   (a)   Define the following key concepts in social marketing.

        (i)   Social marketing   (3 marks)

        (ii)   Social problems   (3 marks)

     (b)   Using relevant examples different social marketing from commercial marketing.
                                                                    (4 marks)
     (c)   Outline the basic principles in the social marketing campaign.   (5 marks)

     (d)   List down five tools that are used to collect data about the prioritized group's current behaviour, the situations in which it occurs and readiness to change.

                                                                    (5 marks)

     (e)   Describe five issues of concern in your community that need to be addressed urgently for social good.   (10 marks)

2.   Discuss in detail how you can apply 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)   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?

5.   (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)