CHUKA



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RESIT/SPECIAL EXAMINATION

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

CDEV 252: SOCIAL MARKETING AND DEVELOPMENT

STREAMS: BSC CDEV

TIME: 2 HOURS

8.30 A.M – 10.30 A.M.

DAY/DATE: THURSDAY 31/08/2023

INSTRUCTIONS: Answer question one and any other two

1. (a) Define the following key concepts in Social Marketing.

i.	Social marketing	(2 marks)
ii.	Social problems	(2 marks)

(b) Discuss five ways in which product considerations in social marketing differ from commercial marketing (10 marks)

(c) Discuss 5 principles of the social marketing campaigns. (5 marks)

(c)Briefly describe three major ways of segmenting populations as a social marketer. (6 marks)

(d)Describe five major channels through which messages are delivered to target audiences in social marketing. (5marks)

2.

a) In your own view, how do the following factors influence on social marketing.

(12 marks)

- i. Cultural factors
- ii. Technology factors
- iii. Demographic factors
 - b. Using relevant examples, describe the four benefits of social marketing. [8 marks]

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- 3. a. Discuss how partnerships enhance the efficacy of the marketing mix. (10 marks)
 - b. Discuss five major issues of concern in your community that need to be addressed urgently for social good. [10 marks]

4. (a) Social marketers need to ensure the highest ethical standards in promoting social causes. Discuss briefly five ethical principles a social marketer should bear in mind. (10 marks)

(b) Describe five major social criticisms of social marketing. [10 marks]

5.

i. Discuss the relevance of the following marketing mix to social marketing. [10 marks]

(a) Place

(c) Pricing

ii. Discuss 5 differences between social marketing and commercial marketing. (10 marks)