

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THARAKA CAMPUS

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

CDEV 252: SOCIAL MARKETING

STREAMS: CDEV Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 8/08/2019

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

- Answer Question ONE (COMPULSORY) and any other TWO Questions
- Do not write anything on the Question paper

SECTION ONE

- (a) Identify one social area of your own interest and describe ‘8’ Ps of social marketing mix. [20 Marks]
- (b) Explain any five characteristics of non-profit marketing. [10 Marks]

SECTION TWO:

- (a) Identify and explain any five objectives of social marketing. [10 Marks]
- (b) Explain five benefits of market segmentation. [10 Marks]

QUESTION THREE:

Discuss the micro and macro marketing environment. [20 Marks]

QUESTION FOUR:

- (a) Mention and explain key stages of new product development. [14 Marks]
- (b) Explain any 3 benefits of test marketing. [6 Marks]

QUESTION FIVE:

- (a) Briefly describe product life cycle. [15 Marks]
- (b) Highlight any five objectives of sales promotion. [5 Marks]