

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DAY/DATE: THURSDAY 31/08/2023

8.30 A.M – 10.30 A.M.

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. (5 marks)

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]

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)
