

240



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

**MAIN CAMPUS**

**MAIN UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATIONS**

**FOR THE DEGREE**

**OF**

**SOCIAL WORK AND COMMUNITY DEVELOPMENT**

**COURSE CODE: SSW 302**

**COURSE TITLE: MODELS OF SOCIAL MARKETING**

**DATE: 14/12/2023**

**TIME: 3:00 – 4:00PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** (30 marks) and any other **TWO** questions (20 marks each)

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

### **QUESTION ONE**

- a) Demonstrate how you would use Diffusion of innovations in encouraging environmental conservation among communities. (10marks)
- b) Creation of a social marketing plan requires development of a social media strategy. Discuss. (20marks)

### **QUESTION TWO**

Demonstrate how you would use Models of strategic behaviour in support for the use of contraception among adult communities (20marks)

### **QUESTION THREE**

Demonstrate the practical relevance of social marketing to a community development intervention you are familiar with in the Kenyan context (20marks)

### **QUESTION FOUR**

Develop a social marketing plan you would use in ensuring that a community adheres to the COVID19 protocols (20marks)

### **QUESTION FIVE**

Demonstrate how you would use Transtheoretical Change model in encouraging women empowerment as a disadvantaged population (20marks)