



(University of Choice)

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

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

THIRD YEAR FIRST TRIMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF SCIENCE IN MEDICAL SOCIAL WORK**

COURSE CODE: SSW 302

COURSE TITLE: MODELS OF SOCIAL MARKETING

DATE: 21/04/2022 TIME: 3PM -6PM

INSTRUCTIONS TO CANDIDATES

ALL QUESTIONS ARE COMPULSORY

DURATION: 3 HOURS

MMUST observes ZERO tolerance to examination cheating

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SSW 302: Models of Social Marketing in Health Care

Section I-20 marks

Answer ALL questions

1. Define Social Marketing

- A) mainly engaged in selling social services to clients .
- B) Social marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole.
- C) It is the exchange of goods and services at the social market eg halls.
- D) Social market is a process changing people's decision on their personal life.

2. Define a model in Medical Social Work.

- A) Medical Social workers work only in Hospitals and help to diagnose various disease on patients.
- B) They are medical experts who handle serious medical cases in the hospital
- C) Medical social workers help patients and their families cope with the emotional and social responses to illness and treatment.
- D) They are specialized social workers who are able to administer, prescribe and conduct surgical operations to patients

3. Define a social model in Medical Social Work.

- A) The social model seeks to change society in order to accommodate people living with impairment; it does not seek to change persons with impairment to accommodate society.
- B) Social model is a process of modeling amongst the youths
- C) Social model help patients and their families cope with the emotional and social responses to illness and treatment.
- D) It the process that seek to change persons with impairment to accommodate society

4. Distinguish social marketing from Generic marketing.

- A) Social Marketing has a target audience whereas Generic market has non targeted audience
- B) Generic market has a target audience whereas social market has no target market
- C) both have no difference as they are all commercial processes
- D) Social market is mainly for the poor while generic market is for the wealthy

5. Which of the following is not Generic market strategy

- A) Cost Leadership Strategy
- B) Cost Focus Strategy
- C) Differentiation Strategy
- D) Pain alleviation strategy

6 Which one of the following is not a challenge specifically facing social marketers in Kenya.

- A) Generating (Quality) Traffic.
- B) Overwhelming Data
- C) Securing Budget and Resources for Social
- D) Tying Social to Business Goals

7 What is the goal of Social Marketing.

- A) change or maintain how people behave
- B) change attitudes of audience
- C) find out how aware audience they are about an issue
- D) to increase awareness or knowledge

8 State the key principles in Social marketing:

- A) Understanding the Marketing Mix and the 4 P's of Marketing.
- B) Think useful
- C) Feedback, always feedback
- D) It's not your story, it's theirs: help them tell it

9 State the relationship between social marketing and economic development

- A) They both have a common terminology
- B) They have same principles and theory
- C) Social marketing can be used for encouraging social entrepreneurs by supporting them to start new venture and by providing new opportunities.
- D) They are social sciences

10 Define Social marketing in Health care promotion.

- A) It is real-time customer complaints and feedback system.
- B) Increased usage of business and personal resources to manage and control your social media campaign
- C) . Social marketing is an approach to persuade people to accept ideas and attitudes, perform healthy behaviors, refer to health facilities, and receive health products
- D) It is the process that solely employs commercial techniques to address health challenges in the community.

11 State any theoretical model that is NOT of behavior change

- A) transtheoretical model
- B) social cognitive theory
- C) theories of reasoned action
- D) Gustelt Theory

12 Define Health belief model:

- A) Health is a learned process that can be unlearned .
- B) Health is divided into various sub units that sum up to a whole
- C) In the society, health is one of the building units without which the general public perish

D) posits that messages will achieve optimal behavior change if they successfully target perceived barriers, benefits, self-efficacy, and threat

13 State an example where health belief model can be applied?

- A) Physiological cues (e.g., pain, symptoms)
- B) Drug addiction cases
- C) Poverty alleviation
- D) Road carnage issues

14 Who developed the health belief model?

- A) Auguste Comte
- B) Hochbaum, Rosenstock
- C) Herbert Spencer
- D) Henry Williams

15 What are the two types of social marketing?

- A) Operational social marketing and strategic social marketing.
- B) Environmental Impact marketing and Instructive marketing
- C) Product and non product marketing
- D) media marketing and matrix praxis

16 What is perceived benefits in health belief model?

- A) Refers to the benefits an individual gains in social marketing
- B) It is the general outcomes from the health belief model
- C) Its the perception of the target audience that they will benefit from in kind health donations
- D) Perceived benefits refer to an individual's assessment of the value or efficacy of engaging in a health-promoting behavior to decrease risk of disease.

17 How does the health belief model related to smoking?

- A) Predicts that smoking will lead to death of the smoker
- B) predict that people would quit smoking (or choose not to take it up) if their preference was to avoid smoking related sickness
- C) It has no relationship with smokers but the outcome of smoking
- D) Non of the above

18 What does the health belief model focus on the following except which one ?

- A) risk susceptibility
- B) , risk severity
- C) selfless- efficacy
- D) barriers to action

19 What does theory of reasoned action mean?

- A) suggests that a person's behavior is determined by their intention to perform the behavior and that this intention is, in turn, a function of their attitude toward the behavior and subjective anomy

- B) suggests that a person's behavior is determined by their intention to perform the behavior and that this intention is, in turn, a function of their attitude toward the behavior and objective norms
- C) suggests that a person's behavior is determined by their intention to perform the behavior and that this intention is, in turn, a function of their attitude toward the behavior and subjective norms
- D) suggests that a person's behavior is not determined by their intention to perform the behavior and that this intention is, in turn, a function of their attitude toward the behavior and subjective norms

20 What is the theory of reasoned action and planned behavior?

- A) Theory of Planned Behavior introduces control beliefs, perceived power which leads to perceived control, then intention to perform the behavior, after which then the behavior occurs.
- B) Theory of Planned Behavior introduces control beliefs, perceived power which leads to perceived control, then intention to perform the behavior, after which then the behavior does not occurs.
- C) Theory of Planned Behavior introduces control beliefs, perceived weakness which leads to perceived control, then intention to not to perform the behavior, after which then the behavior occurs.
- D) Theory of Planned Behavior introduces un controlled beliefs, perceived power which leads to perceived control, then intention to perform the behavior, after which then the behavior occurs.

Section II-40 marks

Answer ALL questions in this section

1. What does COMBI stand for as used in models of social marketing. (2mrks)
2. Briefly explain PRECEDE-PROCEED model in social marketing. Identify two areas where this model can be applied (8mrks)
3. Outline five components of Health Belief Model (10mrks)
- 4(a) With an example differentiate between theory and model. (4mrks)
- (b) List six principles of social marketing models. (6mrks)
5. State and briefly explain key challenges in social marketing with Covid- 19 suspected cases. (10mrks)

Section III-40MRKS

Answer ALL questions in this section

1. Discuss Diffusion of Innovation model and its applicability in social marketing in health care (20mrks)
2. Discuss with relevant applicable examples the following models of social marketing .(20mrks)
- (a) Health Belief Model

- (b) Theory of Reasoned Action
- (c) Trans-theoretical Change Model
- (d) Community readiness model

- (b) Theory of Reasoned Action
- (c) Trans-theoretical Change Model
- (d) Community readiness model