



**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: NMS 324

COURSE TITLE: SOCIAL MARKETING IN HEALTH CARE

DATE: 20/04/2022 TIME: 3pm-6pm

INSTRUCTIONS TO CANDIDATES

All Questions Are Compulsory

TIME: 3Hours

MMUST observes ZERO tolerance to examination
cheating

NMS : 324-Social Marketing in Health Care

Section I-20 Marks

Answer ALL questions

1. Differentiate between social marketing and commercial marketing.

- A) Social marketing does not use social media whereas commercial marketing does
- B) social marketing tries to transform people's perception and behavior for the benefit of society as a whole. It is different from commercial marketing, which tries to change people's behavior for the benefit of the market.
- C) Social marketing targets the poor and vulnerable in the community whereas commercial marketing targets the wealthy
- D) Commercial marketing has a set of established policies and language whereas social marketing does not

2. 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

3. Identify the four Ps in Social marketing

- A) Person, prevention, protection and promotion
- B) Product, Place, Price and Promotion
- C) Product, place, property and promotion
- D) person, product, place and price

4. In social Marketing state the reason why it is relevant to take advantage of the previous and existing campaigns on health promotion issues.

- A) To utilize specifically the success in the former program
- B) Previous and existing campaigns provide adequate information for learning on failures and success of various health intervention measures
- C) To be able to revisits former donors for support
- D) To be able to advocate for total overhaul of the failed projects and only establish profit making projects.

5. Identify three methods of primary data collection for social marketing research.

A) Literature reviews, Reported media stories, surveys

B) Surveys, Focus group discussions ,Literature reviews

C)Personal interviews, Review of previous literature , focus group discussions

D) Focus groups, Surveys and Key informant interviews.

6.State any four Social marketing research tactics that will make minimize the cost of field work research for social marketers.

A)Health data, Observations, community informers and advanced experiments

B)Systematic observations, professional informers , costly data sources

C)Use of available health data, conduct systematic observations, refer to health care professionals and Use low cost experiments.

D) Systematic observations, professional informers , advanced experiments

7.State any two community variables that are relevant in segmenting health care promotion in during social marketing.

A)Age and property

B)Behavioral patterns and Education level

C)Demography and political patterns

D)Demography and Behavioral patterns

8.Identify the most relevant audience approach that can be utilized by social marketer during health care promotion campaigns in the community.

A) Undifferentiated

B)Concentrated

C) Differentiated

D)Non concentrated

9.Identify the BEST explanation of exchange theory in social marketing .

A)For exchange to take place between a desirable health behaviour and undesirable health behavior, target audience must perceive benefits are equal to or greater than perceived costs.

B) proposes that new behaviors can be acquired by observing and imitating others

C) proposes that new behaviors can be acquired by observing and imitating others and the target audience must perceive benefits are equal to or greater than perceived costs

D)The audience meet and exchange hand out supplied by the social marketer eg Mosquito nets.

10.State the difference between goods and services.

- A) Goods are always perishable and services are long lasting
- B) Goods are always mobile whereas Services are immobile
- C) Goods are consumed and services are not consumable
- D) Goods are consumed and utilized for personal use whereas services are intangible and no ownership

11. Identify any two strategies that social marketers can apply during price setting for tangible goods and services.

- A) Classes and castes in the community
- B) Social equity and maximize benefits of target population.
- C) Place of residence of the audience religious affiliation
- D) Social Equity and Classes of the audience

12. Social marketing is only advertising, slogans, reaching everyone with a media interview and a quick interview process .

- A) True . B) False .

13. Define marketing mix.

- A) Its the process of providing arrange of mixed goods and services
- B) Its a set of products that are mixed so as to meet a clients choices
- C) Marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market.
- D) Its the best alternative foregone by the social marketer

14 Identify functions of Social marketing in Health Care

- A) Reject undesirable behavior, promote old cultural practices e.g. home deliveries,
- B). Impress Maintenance of current health behavior, promote an old behavior,
- C) Modify current health behavior, Abandon an old behaviour, Reject undesirable health behaviour and accept new appropriate health behaviour
- D) Abandon an old behavior, advocate for new behaviour

15. Identify the elements of social marketing in health care?

- A) Behavior change, behavior focus and Dietary focus
- B) Behavioral Focus, Marketing Mix and The Notion of Exchange
- C) Behavioral Focus, Political change , Health focus

D)Market Mix Praxis, Political change , Behavioral change

16 . The following are upstream health factors Social marketers can influence for relevant delivery of health services in the community EXCEPT one .

- A) Behavioral Focus
- B)) Public education,
- C) Scientific discoveries in health care
- D) technological innovations

17 .Identify any two MOST relevant factors that will increase the adoption of new “Product”.

- A) Educational level of and Wealth of the target population
- B) Compatible with current behaviors and Relative advantage over competing products
- C) Sex and Cultural believes of audience
- D)Religious believes and Dietary preference

18 Which one of the following is a recent and an emergent health care problem in the World

- A) HIV/AIDs pandemic
- B)COVID 19 problem
- C)Cancer problem
- D)Obstetric Fistula condition

19State the meaning of the term PROMOTION as used in social marketing

- A) It refers to promotion audience’s desires through giving hand outs
- B) this refers to all the activities undertaken to make the product or service known to the user and trade
- C)It’s the elevating of the segmented audience from one caste to another
- D)Its refers to the process of making the product known to the producer

20State the importance of marketing Mix in social marketing in health care.

- A) Promotes the sales on the market
- B)It helps to reach out to the other social marketers
- C) It alerts the government is evaluating the existing laws

D) All the elements of the marketing mix influence each other hence it can give it great success in health care promotion.

Section II- 40 marks

Answer ALL questions

- 1.(a)Identify and briefly explain the importance of studying social marketing in health care as a Medical social work student.(16 marks)
- (b)List four possible challenges you're likely to encounter during social marketing in a corona situation in your community(4marks)
- 2.(a) Define PERT in Social marketing(2 marks)
- (b)State five advantages of PERT in social marketing.(5marks)
- (c) List three disadvantages of PERT in Social marketing (3 marks)
- (d)Explain how PERT can be effectively applied to VACCINATION of under five children in your community(10 marks)

Section III-40mrks

Answer ALL questions in this section.

- 1.Explain historical development of Social Marketing.(10mrks)
- 2.Media reports indicated that breast feeding mothers from Maraba slums faces a lot of health challenges. You have personally received some of these mothers in the course of your duties at the County Teaching & Referral hospital.
 - (a) Identify Five health care challenges the above targeted population is likely is likely to be facing.(5mrks)
 - (b) Clearly identify and discuss the social marketing procedure you will follow in initiating behavior change towards one of the identified health challenge in your targeted population.(15mrks)
- 3.Outline how patient satisfaction can be measured and evaluated when conducting social marketing to improve the quality of life of oncological patients.(10 marks)