



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

**MAIN EXAMINATIONS
2018/2019 ACADEMIC YEAR**

THIRD YEAR SECOND SEMESTER MAIN EXAMINATIONS

**FOR THE DEGREE OF
BACHELOR OF SOCIAL WORK AND COMMUNITY
DEVELOPMENT**

COURSE CODE: SSW 302

COURSE TITLE: MODELS OF SOCIAL MARKETING

DATE: 28/5/2019

TIME: 12:00-2:00PM

INSTRUCTIONS TO CANDIDATES

Answer question one (compulsory) and any other two questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

QUESTION ONE (COMPULSORY 30 MKS)

- a) Distinguish between the following terms **(10 Marks)**
- i) Marketing and social marketing
 - ii) Behaviour Change and Social change
- b) State the six basic principles of social marketing **(10 Marks)**
- c) Discuss the importance of social marketing **(10 Marks)**

QUESTION TWO

- a) Explain the methods for changing public behaviour for example to increase health **(10 Marks)**
- b) Discuss the alternative approaches used in social marketing **(10Marks)**

QUESTION THREE

- a) Discuss the social marketing matrix **(14 Marks)**
- b) Discuss the three primary action steps involved in the social marketing process **(6 Marks)**

QUESTION FOUR

- a) Discuss the aims and types of social sanctions **(10 Marks)**
- b) Highlight nine unique benefits of mobile as a media channel **(10 Marks)**

QUESTION FIVE

Discuss ten tips for effective social marketing for a health promotion activity **(20 Marks)**