



(University of Choice)

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

**UNIVERSITY EXAMINATIONS
2024/2023 ACADEMIC YEAR**

Main exam

**Third YEAR second 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: 9TH APRIL, 2024

TIME: 11.30PM-2.30PM

INSTRUCTIONS TO CANDIDATES

All Questions Are Compulsory

TIME: 3 Hours

MUST observes ZERO tolerance to examination
cheating

Section 1: Answer ALL questions in this section (20 Marks)

1. 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

2. 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

3. 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

4. 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

5. State the key principles in Social marketing:

A) Understanding the Marketing Mix and the 4 P's of social Marketing.

B) Think useful

C) Feedback, always feedback

D) It's not your story, it's theirs: help them tell it

6.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

7. 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

8. What does the abbreviation AIDA stands for in social marketing?

A)avail, interest , direct, action

B) attention, interest, desire, action

C administer, interest, desire, action

D attention, inquire, desire, action

9.According to Kortler, the following are factors that influence target audience behavior in social marketing. Identify one of the factors by Kortler.

A)Psychological

B)Personal

C) Social

D)All of the above

10. 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

11. 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

12. 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

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

A) Behavioral Focus

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

18. Who among the following scholars is credited for making important contribution to the historical development of social marketing?

A) Philip Kotler B) Carl Marx C) Levy David D) Auguste Comte

19. -----movement threw the field of social marketing into confusion and sparked debate as to just what the essence of marketing really was

A) Broadcasting movement

B) Broadening movement

C) Internet movement

D) Kotler movement

20. Social marketing campaigns on foetal(unborn) protection could be applicable in the following areas the except.

A) Anti smoking campaigns

B) BCG immunization campaigns

C) hospital delivery campaigns

D) Road safety campaigns

Section 11: Answer ALL questions in this section (40 Marks)

1. Define PERT as it is applied in Social Marketing? (3 Marks)

2. State four advantages of applying PERT over CPM in social marketing target population assessment and satisfaction.(4 marks)

3. State three importance of social marketing.(3 Marks)

4. Identify and explain five Social Marketing Tips.(10 marks)

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

14. 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

15 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

16. State 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

17. State 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

5. Outline how patient satisfaction can be measured and evaluated when conducting social marketing to improve the quality of life of oncological patients. (20mrks)

Section 111- Answer ALL questions in this section (40 Marks)

1. Discuss the Historical development of social marketing in Health care. (20 marks)
2. Discuss the channels of distribution of social marketing as it may be applied to malnourished children. (20 marks)

END