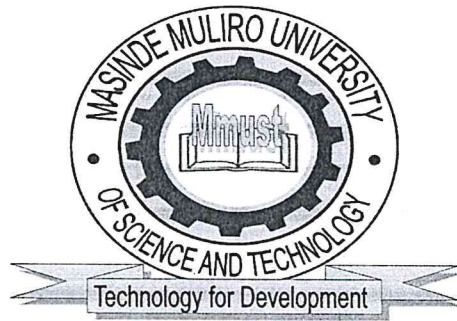




(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY**

(MMUST)

UNIVERSITY EXAMINATIONS

2024/2025 ACADEMIC YEAR

MAIN EXAM

THIRD YEAR SECOND TRIMESTER EXAMINATIONS

FOR THE DEGREE

OF

BACHELOR OF SCIENCE IN MEDICAL SOCIAL WORK

COURSE CODE: SSW 302

COURSE TITLE: MODELS OF SOCIAL MARKETING

DATE: TUESDAY, 9TH APRIL, 2024

TIME: 11.30AM-2.30PM

INSTRUCTIONS TO CANDIDATES

All Questions Are Compulsory

TIME: 3 Hours

MMUST observes ZERO tolerance to examination
cheating

SSW 302: Models of Social Marketing in Health Care

Section I: Answer ALL questions (20 marks)

1. Who among the following personalities is associated with Precede-proceed model ?

- A) Ivan Pavlov
- B) Auguste Comte
- C) Lawrence W. Green
- D) Lawrence G. Green

2. Which of the following is NOT a non-behavioral factor affecting the health of an individual?

- A) Climate
- B) work place
- C) Health institutions
- D) Food

3. 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

4. Joseph is a policy programmer at ACTION AID international. He approaches you for an appropriate model to help develop activities for community health workers on a strategy to implement social policy on child protection. Which model would you propose to him?

- A) HBM
- B) TRA/TPB
- C) PRECEDE-PROCEED Model
- D) Cognitive Dissonance Model

5. 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

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. Why is Diffusion of innovation model applicable in Social Marketing?

A) to understand and adopt new health ideas

B) understand and live with any ideas in the community

C) Understand the factors that influence the Health behavior.

D) Non of the above is true

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. 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.

11 State any theoretical model that is NOT applicable to behavioral 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 then 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 Recently , the government announced the outbreak of corona virus. The public received the news with mixed feelings such as confusion, believing ,non believing etc. Which model would you apply to this situation to help the public adhere and comply with prevention guidelines against corona virus.

A) HBM

B) TRA/TPB

C) Community Readiness Model

D) Diffusion of innovation model

14 Who developed the HBM?

A) Auguste Comte

B) Hochbaum, Rosenstock

C) Herbert Spencer

D) Henry Williams

15. Who among the following scholars developed Cognitive Dissonance Theory?

A) Festinger in 1957

B) Auguste in 1800

C)Max in 1767

D)Nightingale in 1800

16 TRA /TPB organizes itself around the following constructs except-

A)Attitudes

B)Behavioral and normative beliefs

C)creativity and innovations

D)Intentions

17 Mary is a commercial sex worker . She comes to your office with complains that her health is deteriorating and she feels like quitting the exercise. Which model be appropriate to be applied to her situation.

A)TRA/TPB

B)HBM

C)Diffusion of Innovation

D) All of the above

18 The KEY components of HBM focuses on all of the following except which one ?

A) perceived susceptibility

B) , perceived severity

C) selfless- efficacy

D) cues to action

19 The following elements of Diffusion of innovation model can be helpful when handling FGM cases. Which one is Not?

A)Innovator

B)Communication channel

C)Implementation

D)Time

20 The following are stages of trans-theoretical change model.

Which one is not?

A)Contemplation

B)Re-distribution

C)Action

D)Pre-contemplation

Section II- Answer ALL questions in this section (40 marks)

1.Make notes with relevant applicable examples on the following social marketing models.(20mrks)

(a) Health Belief Model

(b)Theory of Reasoned Action

(c) Diffusion of Innovation Model

(d) Trans-theoretical Change Model

2.Explain how community readiness model can be applied in combating the spread of covid 19 virus in your community.(20 marks)

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

1.Discuss PRECEDE-PROCEED Model and its applicability in social marketing (20mrks)

2.Discuss Cognitive Dissonance model and briefly explain five social conditions where this model can be applied in the society. (20mrks)

END