



**TECHNICAL UNIVERSITY OF MOMBASA**

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**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**SOCIAL SCIENCES**

**UNIVERSITY EXAMINATION FOR:**

**DEGREE OF BACHELOR OF SCIENCE IN DEVELOPMENT STUDIES**

**(BSDS S14) YEAR TWO SEMESTER TWO.**

**BDS 4210: SOCIAL MARKETING**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME : 2 HOURS**

**DATE:.....May, 2016**

**Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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**Question ONE (Compulsory) 30 marks**

- a) (i) Explain what you understand by the term “Social Change”. (2 marks)
- (ii) Explain FOUR characteristics of Social Change according to, Macionis 1996.  
(8 marks)
- b) Name and explain FIVE major steps involved in the process of Social Marketing.

(7 marks)

- c) Describe any FOUR roles of Social Entrepreneurs as change agents. (8 marks)
- d) Describe the following Social Marketing concepts;
  - (i) Competition (3 marks)
  - (ii) Price (2 marks)

### **Question TWO**

- a) Explain how modern technology has increased the effectiveness of Social Marketing.  
(10 marks)
- b) Explain the emerging trends in Social Media Marketing in Kenya. (10 marks)

### **Question THREE**

Change means improving the status-quo, creating a better world and demonstrating a comfort with transition in the process of change. Explain, giving relevant examples any FIVE values of the Social Change Model. (20 marks)

### **Question FOUR**

- a) What is Social transformation? (2 marks)
- b) Describe the FIVE stages of Social transformation. (10 marks)
- c) By use of relevant examples, describe the Media as a source of Social Change.  
(8 marks)

### **Question FIVE**

NGOs are known to be involved in various aspects of community development as a process of improving the economic, social and cultural conditions of different communities. By use of FOUR relevant examples, discuss the role of NGOs in the process of empowerment and social transformation of communities in Kenya. (20 marks)