



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF SCIENCE IN DEVELOPMENT STUDIES BSDS Y2S2

BSDS4210: SOCIAL MARKETING

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: 12 Dec 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.

Question ONE

- a) Critique the management of phases of social programs (10 marks)
- b) Discuss the theory of maintenance of neighborhood (10 marks)
- c) Examine the assumptions on community problems/issues (10 marks)

Question TWO

- a. Discuss the system theory as applied in the design of social programs
- b. Examine the challenges of implementing social marketing programs

Question THREE

- a. Explain the structural approach as used in social marketing
- b. Briefly explain the history of social development

Question FOUR

Citing examples discuss the roles of media in social marketing (20 marks)

Question FIVE

Critically examine the emerging issues in social marketing (20 marks)