



# TECHNICAL UNIVERSITY OF MOMBASA

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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.**

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## **Question ONE**

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

## **Question TWO**

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

## **Question THREE**

- Explain the structural approach as used in social marketing
- 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)