



TECHNICAL UNIVERSITY OF MOMBASA

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 : 2HOURS

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.

Question ONE (Compulsory) 30 marks

a) (i) Explain what you understand by the term “ Social Movement”.

(2 marks)

(ii) Discuss the tensions which may occur between the relevant stakeholders with regard to Family Planning awareness Campaigns.

(8 marks)

b) Explain how different interests raised by the stakeholders above, could be accommodated when developing an appropriate Social Marketing Campaign. (5 marks)

c) (i) Define a Social Entrepreneur. (2 marks)

(ii) Name any THREE Social Entrepreneurs in Kenya and clearly highlight their contributions in bringing Social Change. (6 marks)

d) (i) State the main components found in the problem description phase of Social Marketing. (2 marks)

(ii) Write a problem description relating to an education issue based on the components above. (5 marks)

Question TWO

a) Explain the effectiveness of Social Marketing. (10 marks)

b) Define Social Media; and explain how Social Media Networking has been used by some CEOs in Kenya. (10 marks)

Question THREE

a) Highlight the ethical considerations in Social Marketing. (10 marks)

b) Explain the following Social marketing concepts;

(i) Product. (5 marks)

(ii) Exchange. (5 marks)

Question FOUR

You are the Branch Manager of an NGO dealing with Public Health matters. Recently there is an outbreak of Malaria; you have decided to write a social marketing plan to the Regional Manager to approve the funding of a vaccine that will curb the spread of Malaria in your area of jurisdiction.

- a) Indicate the points you will highlight in the executive summary of your Social Marketing Plan. (4 marks)
- b) Explain how the Social Marketing mix Strategies (4 Ps) will be applied in marketing the vaccine to the community. (16 marks)

Question FIVE

Identify and evaluate the challenges associated with finding funding and budgeting of Social Marketing Campaigns in Kenya. (20 marks)