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UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREES OF SOCIAL WORK

COURSE CODE: SSW 313

COURSE TITLE: MODELS OF SOCIAL MARKETING

DATE: 15TH NOV 2022

TIME: 2-4 PM

INSTRUCTIONS TO CANDIDATES

Answer Question One and any other TWO Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over

QUESTION ONE

a) Briefly discuss the terms below:

- i) Social marketing (4 Marks)
 - ii) Communication for behavioral impact (COMBI) (5 Marks)
 - iii) Social mobilization (5 Marks)
- b) What are the key challenges in social marketing? (16 Marks)

QUESTION TWO

Explain on the Health Belief Model of behavior change. (20 Marks)

QUESTION THREE

Give a detailed explanation of the five established adopter categories in the Diffusion of Innovations model of behavior change. (20 Marks)

QUESTION FOUR

Using a clear example, discuss how social marketing has been used to counter a public health challenge. (20 Marks)

QUESTION FIVE

What are the main steps in creating a social marketing plan? (20 Marks)