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**UNIVERSITY EXAMINATIONS**

**THIRD YEAR**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**FOR THE BACHELORS  
IN  
SOCIAL WORK**

**COURSE CODE: SSW 313**

**COURSE TITLE: MODELS OF SOCIAL MARKETING**

**DATE: 2<sup>ND</sup>/AUGUST/2023**

**TIME: 8AM-10AM**

**INSTRUCTIONS TO CANDIDATES**

Answer question one (compulsory) and any other two questions

TIME: 2 Hours

#### QUESTION ONE

a) Define the terms below:

- I. Social marketing (5 Marks)
  - II. Communication for Behavioral Impact (5 Marks)
  - III. Social Mobilization (5 Marks)
  - IV. Social and Behavioral Change Communication (5 Marks)
- b) Discuss some of the challenges faced in social marketing. (10 Marks).

#### QUESTION TWO

Expound on the Diffusion of Innovations Theory, stating the different marketing strategies that can be employed to different market segments. (20 Marks)

#### QUESTION THREE

Discuss the Health Belief Model with regard to adoption of public health interventions. (20 Marks)

#### QUESTION FOUR

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

#### QUESTION FIVE

Elaborate on the stages of the social marketing process. (20 Marks)