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KIBABII UNIVERSITY

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER

**FOR THE DEGREE
OF
BACHELOR OF SOCIAL WORK**

COURSE CODE: SSW 313

COURSE TITLE: MODELS OF SOCIAL MARKETING

DATE: 14TH/JULY/2021

TIME: 2PM - 4PM

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** (30 marks) and any other **TWO** questions (20 marks each)

TIME: 2Hours

Kibabii University observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. 

QUESTION ONE

- c) What is social marketing? 4 Marks
- d) Discuss the main differences between social marketing and commercial marketing. 10 Marks
- e) What are the key principles in social marketing? 16 Marks

QUESTION TWO

Expound on the Social Cognitive Theory of behavior change. 20 Marks

QUESTION THREE

Using a clear example, discuss the Stages of Change Model in the study of social marketing. 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

- a) What is COMBI? 4 Marks
- b) Discuss the levels of communication as explained under the Communication for Behavioral Impact framework. 16 Marks