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(Knowledge for development)

KIBABII UNIVERSITY

**UNIVERSITY EXAMINATIONS
2021 / 2022 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF SOCIAL WORK**

COURSE CODE: SSW 313

COURSE TITLE: MODELS OF SOCIAL MARKETING

DATE: 18TH MAY 2022

TIME: 2-4 PM

INSTRUCTIONS TO CANDIDATES

Answer Question One and Any Other Two

TIME: 2 Hours

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

QUESTION ONE

- a) Define the term social marketing (4 Marks).
- b) Explain the points of contrast between generic marketing and social marketing. (10 Marks).
- c) Using a hypothetical marketing campaign, discuss the principles of social marketing. (16 Marks).

QUESTION TWO

What is the Theory of Planned behavior? (20 Marks)

QUESTION THREE

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

QUESTION FOUR

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

QUESTION FIVE

- a) What is Social and Behavior Change Communication (SBCC)? (4 Marks)
- b) Using the Socio-ecological model, elaborate the various levels that influence behavior change. (16 Marks)