



**KIBABII UNIVERSITY**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS  
SPECIALS/SUPPLEMENTARY**

**THIRD YEAR**

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

**COURSE CODE: SSW 313/SOC 302**

**COURSE TITLE: MODELS OF SOCIAL MARKETING**

**DATE: 10<sup>TH</sup>/01/2022**

**TIME: 2PM-4PM**

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**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**

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**

Expound 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)