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KIBABII UNIVERSITY
MAIN CAMPUS
UNIVERSITY EXAMINATIONS
THIRD YEAR
SPECIAL/SUPPLEMENTARY
FOR THE DEGREE
OF
BACHELOR OF SOCIAL WORK

COURSE CODE: SOC 302

COURSE TITLE: MODELS OF SOCIAL MARKETING

DATE: 8TH/FEBRUARY/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

- (a) Assess three applications of the social cognitive theory in relation to Health Communication. (10 marks)
- (b) Cognitive dissonance is the mental stress or a discomfort experienced by an individual who holds two or more contradictory beliefs, ideals or values. Highlight four ways of reducing this dissonance. (12 marks)
- (c) Assume you have a child whose behavior has deteriorated and even neighbors complain about you have started corrective measures in an effort to change him. Outline the key areas of concern to keep the program going. (8 marks)

QUESTION TWO

- (a) Discuss FIVE challenges that hinder social marketing in increasing the acceptability of a social idea or practice in a target group. (20 marks)

QUESTION THREE

- (a) Discuss the conditions for a successful planning process for behavior change. (20 marks)

QUESTION FOUR

- (a) Define FOUR hindrances of the diffusion of innovation theory in the adoption of the desired behavior change. (8 marks)
- (b) Identify and briefly comment on FIVE social determinants of Health that affect the functioning and quality of life outcomes of individuals. (10 marks)

QUESTION FIVE

- (a) Explain FIVE factors that influence the effectiveness of communication for behavioral impact. (10 marks)