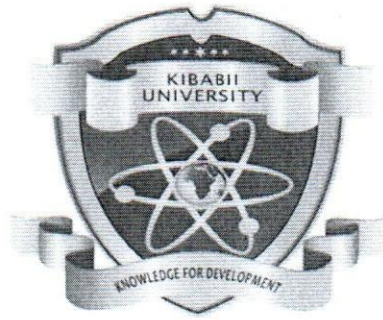


60



(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
MAIN
THIRD YEAR FIRST SEMESTER
FOR THE BACHELORS DEGREE
IN
SOCIAL WORK

COURSE CODE: SSW 313

COURSE TITLE: MODELS OF SOCIAL MARKETING

DATE: 15TH DECEMBER 2022

TIME: 2PM-4PM

INSTRUCTIONS TO CANDIDATES

Answer question one (compulsory) and any other two questions

TIME: 2 Hours

Kibabii University observes ZERO tolerance to
examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over

QUESTION ONE

a) Define the terms below:

I. Social marketing. 4 Marks

II. Communication for Behavioral Impact. 4 Marks

b) What are the points of contrast between generic marketing and social marketing? 10 Marks

c) Discuss the levels of communication as explained under the Communication for Behavioral Impact framework. 12 Marks

QUESTION TWO

Using examples, expound on the Trans-theoretical Model of Behavior Change. 20 Marks

QUESTION THREE

Expound on the Theory of Planned Behavior in explaining how individuals make decisions to adapt a new behavior. 20 Marks

QUESTION FOUR

Using examples, explain how social marketing has been used to counter a public health challenge. 20 Marks

QUESTION FIVE

State and explain the key principles of social marketing. 20 Marks