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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN COMMUNITY DEVELOPMENT AND SOCIAL WORK
DDS 404 – TRANSFORMATION AND SOCIAL MARKETING

Date: 15TH December, 2023

Time: 8:30AM- 10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Social transformation touches on almost every aspect of society and the concept may as a result become rather amorphous and vague. Social transformation can also be circumscribed in a more specific way with reference to theories that seek to understand the nature, power dynamics, scale, impact, reception and social construction of various forms of societal change.

- a) Using relevant examples define the following terms.
 - i) Social change (2 Marks)
 - ii) Culture (2 Marks)
 - iii) Ethnocentrism (2 Marks)
 - iv) Culture lag (2 Marks)
 - v) Social Marketing (2 Marks)
- b) Discuss any five essential components of social marketing. (5 Marks)
- c) Discuss the first five stages in social marketing. (5 Marks)
- d) Explain any six key factors that influence social marketing. (6 Marks)
- e) Emerging issues and trends in social transformation and social marketing are continually evolving to address new challenges and opportunities in our rapidly changing world. Discuss any 4 key emerging issues using relevant examples. (4 Marks)

QUESTION TWO (20 MARKS)

- a) Describe any four general Characteristics of Modernization (4 Marks)
- b) Explain four factors of social change. (4 Marks)
- c) Describe 6 principles of social marketing. (6 Marks)
- d) Discuss any 6 challenges posed by emerging issues and trends in social marketing. (6 Marks)

QUESTION THREE (20 MARKS)

- a) State and explain any 4 ways in which social media has evolved in social marketing (4 Marks)
- b) Discuss how products can impact behavior change (7 Marks)
- c) Describe any 2 theories of social change (4 Marks)
- d) Human values are acquired by a person due to his/her nature and nurture. Discuss 5 types of human values. (5 Marks)

QUESTION FOUR (20 MARKS)

- a) Differentiate between culture lag and culture shock (4 Marks)
- b) Explain any 6 Characteristics of Marketing. (6 Marks)
- c) State and explain the basic purposes of mass media. (3 Marks)
- d) Discuss Key elements of marketing tangible products. (7 Marks)

QUESTION FIVE (20 MARKS)

- a) Describe some strategies for entry and penetration in social marketing. (8 Marks)
- b) Describe components of culture (8 Marks)
- c) Discuss using relevant examples the 4 Ps of marketing. (4 Marks)