

2428/304
TRANSFORMATION AND SOCIAL
MARKETING
June/July 2011
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN SOCIAL WORK AND COMMUNITY DEVELOPMENT
MODULE III
(Community Development Option)
TRANSFORMATION AND SOCIAL MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

You should have the following for this examination:

Answer booklet

This paper consists of EIGHT questions in TWO sections: A and B.

Answer a total of FIVE questions as shown below:

Any TWO questions from section A;

Any TWO questions from section B;

Any other ONE question from either section A or B;

All questions carry equal marks.

This paper consists of 3 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A: TRANSFORMATION

Answer at least **TWO** questions from this section.

1. (a) (i) Describe the quasi stationery equilibrium model of social transformation. (4 marks)
- (ii) State and explain **three** steps of the quasi stationery equilibrium model for social change. (6 marks)
- (b) State and explain **five** ways in which road transport aids in social transformation. (10 marks)
2. (a) Explain the meaning of the following modes of cultural change:
 - (1) value conversion;
 - (2) value creation;
 - (3) value connection.
 (6 marks)
- (b) (i) Explain the meaning of the term **change** as applied in the process of leadership. (2 marks)
- (ii) State and explain **six** values of leadership development for social change. (12 marks)
3. (a) State and describe **four** theories of social change. (8 marks)
- (b) (i) Explain the meaning of cultural change. (2 marks)
- (ii) State and explain **five** factors which contribute to cultural change. (10 marks)
4. (a) (i) Explain the meaning of social transformation. (2 marks)
- (ii) State and explain **four** roles of culture in social transformation. (8 marks)
- (b) (i) Differentiate between:
 - (1) norms;
 - (2) values.
 (4 marks)
- (ii) Explain how the following factors affect transformation of indigenous cultures:
 - (1) education;
 - (2) political activities;
 - (3) environmental changes.
 (6 marks)

SECTION B: SOCIAL MARKETING

Answer at least TWO questions from this section.

5. (a) Explain **four** features of social marketing. (8 marks)
- (b) State and explain **six** factors that should be considered in social marketing. (12 marks)
6. (a) State and explain **five** concepts of social marketing. (10 marks)
- (b) State and explain **five** stages of developing a social marketing program. (10 marks)
7. (a) (i) Distinguish between:
- (1) social marketing;
- (2) commercial marketing. (4 marks)
- (ii) State and explain **three** methods of collecting data in market research. (6 marks)
- (b) State and explain **five** advantages of using magazines as a form of advertisement in social marketing. (10 marks)
8. (a) State and explain **five** factors that influence behaviour change. (10 marks)
- (b) State and explain **five** barriers to effective communication in social marketing. (10 marks)