

Name _____ Index No. _____

2428/304
**TRANSFORMATION AND
 SOCIAL MARKETING**
 June/July 2012
 Time: 3 hours

Candidate's Signature _____

Date _____



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

Write your name and index number in the spaces provided above.

Sign and write the date of examination in the spaces provided above.

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

Answer a total of FIVE questions as shown below in the spaces provided in this booklet:

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.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A		20	
		20	
		20	
B		20	
		20	
		20	
GRAND TOTAL			

This paper consists of 12 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) Explain the meaning of the following terms as applied in social transformation:
 - (i) norms;
 - (ii) beliefs;
 - (iii) values;
 - (iv) culture tag;
 - (v) ethnocentrism.

(10 marks)
- (b) State and explain five characteristics of a community. (10 marks)
2. (a) Explain five causes of social and cultural change. (10 marks)
- (b) State and explain five types of social institutions. (10 marks)
3. (a) (i) Explain the meaning of the term social structure. (2 marks)
- (ii) State and explain three basic elements of social structure. (6 marks)
- (b) State and explain six stages of the Induced Social Action Model. (12 marks)
4. (a) Describe each of the following criterion of social stratification:
 - (i) criterion of birth;
 - (ii) criterion of education;
 - (iii) criterion of politics;
 - (iv) criterion of occupation.

(8 marks)
- (b) State and explain six characteristics of a social system. (12 marks)

SECTION B: SOCIAL MARKETING

Answer at least TWO questions from this section.

5. (a) Explain four disadvantages of using radio as a media of communication in social marketing. (8 marks)
- (b) State and explain the six phases of social marketing process. (12 marks)
6. (a) Explain each of the following concepts of social marketing:
- (i) benefits;
 - (ii) barriers;
 - (iii) competition;
 - (iv) exchange;
 - (v) market research. (10 marks)
- (b) State and explain five conditions necessary for effective behaviour change in social marketing. (10 marks)
7. (a) State and explain five factors to be considered when planning a social marketing program. (10 marks)
- (b) State and explain 5 p's of the social marketing mix. (10 marks)
8. (a) Explain how each of the following effects of mass media influence social marketing:
- (i) cognitive processing;
 - (ii) agenda setting;
 - (iii) priming;
 - (iv) framing;
 - (v) cultivation theory. (10 marks)
- (b) Explain five differences between social marketing and traditional consumer policy approaches. (10 marks)