

**SECTION A: TRANSFORMATION**

*Answer at least TWO questions from this Section in the spaces provided.*

1. (a) Discuss five benefits of urbanization. (10 marks)
- (b) Explain five impacts of an ageing population. (10 marks)
2. (a) Explain six determinants of change in family structure. (12 marks)
- (b) Innovation decision making process is a series of mental stages which individuals go through from becoming aware of new ideas to the time of adoption. Describe the mental stages of diffusion of innovation. (8 marks)
3. (a) Explain six factors that contribute to social change. (12 marks)
- (b) Social change models proposes to foster the development and implementation of seven values that are held to be essential to practice of leadership and social change. In the light of this statement, explain the following values:
  - (i) consciousness; (2 marks)
  - (ii) commitment; (2 marks)
  - (iii) citizenship; (2 marks)
  - (iv) controversy with civility. (2 marks)
4. (a) Evaluate six roles of technology as a process of social change. (12 marks)
- (b) Describe the following processes of transformation:
  - (i) exploratory stage; (2 marks)
  - (ii) group decision making stage; (2 marks)
  - (iii) evaluation stage; (2 marks)
  - (iv) subsequent action stage. (2 marks)

**SECTION B: SOCIAL MARKETING**

*Answer at least TWO questions from this Section in the spaces provided.*

5. (a) Describe **five** types of consumer segmentation. (10 marks)
- (b) (i) Explain the meaning of social marketing; (2 marks)
- (ii) Describe the elements of social marketing. (8 marks)
6. (a) Explain **five** personal factors that may influence consumer behaviour. (10 marks)
- (b) Discuss **five** benefits of using social media marketing. (10 marks)
7. (a) Describe **six** functions of a distribution channel. (12 marks)
- (b) Explain the following stages of social marketing programme:
- (i) planning research; (2 marks)
- (ii) programme monitoring research; (2 marks)
- (iii) formative evaluation; (2 marks)
- (iv) impact evaluation. (2 marks)
8. (a) Evaluate **four** differences between social marketing and commercial marketing. (8 marks)
- (b) Describe **six** principles of advertising through traditional print media. (12 marks)