

2428/304  
TRANSFORMATION AND  
SOCIAL MARKETING  
June/July 2018  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SOCIAL WORK AND COMMUNITY DEVELOPMENT  
(COMMUNITY DEVELOPMENT OPTION)

MODULE III

TRANSFORMATION AND SOCIAL MARKETING

3 hours

**INTRODUCTION TO CANDIDATES**

*This paper consists of EIGHT questions.  
Answer FIVE questions in the answer booklet provided.  
All questions carry equal marks.  
Candidates should answer the questions in English.*

**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.**

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1. (a) Explain the meaning of each of the following social transformation terms:
- (i) collective action;
  - (ii) cultural diffusion;
  - (iii) social change;
  - (iv) leadership;
  - (v) intervention mechanism.
- (10 marks)
- (b) Identify five factors that motivate an individual towards change in behaviour.
- (10 marks)
2. (a) (i) Explain the function of each of the following stages in the process of social transformation:
- I. action;
  - II. evaluation;
  - III. subsequent action.
- (6 marks)
- (ii) Diffusion of technology has led to both desirable and undesirable social change. Explain three desirable social changes that have arisen out of technology.
- (6 marks)
- (b) Describe four factors to be considered when using education forum to bring desirable social change in a community.
- (8 marks)
3. (a) Explain each of the following attributes of diffusion in innovation model:
- (i) relative advantage;
  - (ii) compatibility;
  - (iii) divisibility;
  - (iv) observability.
- (8 marks)
- (b) Analyze six challenges encountered in transformation of cultural beliefs among various societies in Kenya.
- (12 marks)
4. (a) Describe six groups that effectively participate in social transformation process.
- (12 marks)
- (b) Highlight four factors which influence the diffusion of ideas in social transformation.
- (8 marks)



5. (a) Explain five advantages of social marketing. (10 marks)
- (b) Explain five advantages of using a radio as a communication medium in social marketing. (10 marks)
6. (a) Explain the meaning of each of the following forms of mass media in social marketing:
- (i) broadcast;
  - (ii) digital;
  - (iii) outdoor;
  - (iv) print;
  - (v) public speaking and event organizing.
- (10 marks)
- (b) Analyze five challenges encountered in entry and penetration into a market for a social good. (10 marks)
7. (a) Describe five methods of advertisement that could be used to promote the use of contraceptives in a community. (10 marks)
- (b) A consumer segment is a group of individuals who share a set of common characteristics. Explain five common characteristics of individuals within a segment. (10 marks)
8. (a) Explain five benefits of social marketing to communities. (10 marks)
- (b) Highlight five factors that influence social marketing. (10 marks)

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