

2428/304

**TRANSFORMATION AND SOCIAL
MARKETING**

June/July 2019

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

INSTRUCTIONS TO CANDIDATES

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

*Answer **FIVE** questions, as shown below in the answer booklet provided.*

*any **TWO** questions from section **A**;*

*any **TWO** questions from section **B**;*

*any **ONE** question from either section **A** or **B**.*

All questions carry equal marks.

Maximum marks for each part of a question are as indicated.

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.

SECTION A: TRANSFORMATION

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

1. (a) (i) Explain the meaning of the term 'culture'. (2 marks) ✓
(ii) Analyze **five** characteristics of culture. (10 marks) ✓
(b) Explain **four** possible solutions to problems caused by urbanization in Kenya.
(congestion, unemployment, lack of social amenities, increased crime rate) (8 marks) ✓
2. (a) Outline **six** critical values of the leadership transformation model. (12 marks)
(b) Analyze **four** important points of information technology in a business. (8 marks)
3. (a) Describe **six** limitations of globalization as an agent of social transformation. (12 marks) ✓
(b) Describe the **four** stages of demographic transition. (8 marks) ✓
4. (a) Explain **six** factors that contribute to resistance to social change. (12 marks)
(b) Analyze **four** problems of overpopulation in Kenya. (8 marks) ✓

SECTION B: SOCIAL MARKETING

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

5. (a) Describe **six** activities to be undertaken in a successful social marketing campaign. (12 marks) ✓
(b) Explain **four** components of social marketing. (8 marks) ✓
6. (a) Outline **five** personal factors affecting consumer behaviour in social marketing. (10 marks) ✓
(b) Highlight **five** roles of mass media campaigns for a smoking control programme. (10 marks) ✓
7. (a) Analyze **six** strategies of market penetration. (12 marks) ✓
(b) Explain **four** basic criteria that can be used to target a market segment for a social product. (8 marks)

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8. (a) Successful advertising will spread the word about your product and services whether you are trying to target a new customer or launching a new product, there are many options to choose from.

Explain **six** types of mass media that can be used for advertising. (12 marks)

(b) Describe **four** types of distribution channels for consumer goods. (8 marks)

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