

2428/304
TRANSFORMATION AND SOCIAL
MARKETING
June/July 2020
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 other 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 'social transformation'. (2 marks)
(ii) Highlight **four** causes of social transformation. (8 marks)
- (b) (i) Explain the meaning of the term "diffusion of innovation" as used in social transformation. (2 marks)
(ii) Analyze **four** reasons that would lead to rejection of an innovation in a society. (8 marks)
2. (a) Explain **five** activities carried out at the planning for social action stage of the social transformation process. (10 marks)
- (b) Outline the **five** steps in the spontaneous social action model. (10 marks)
3. (a) Describe **five** positive contributions of education as agent of social transformation. (10 marks)
- (b) Analyze **five** factors that may contribute to the resistance of cultural transformation in a community. (10 marks)
4. (a) Explain each of the following stages of the innovation decision process in the diffusion of innovations model:
 - (i) awareness;
 - (ii) interest;
 - (iii) persuasion;
 - (iv) trial;
 - (v) adoption. (10 marks)
- (b) Describe **five** benefits of religion in social transformation. (10 marks)

SECTION B: SOCIAL MARKETING

Answer at least TWO questions from this section.

5. (a) (i) Explain the meaning of the term 'social marketing'. (2 marks)
- (ii) Highlight **four** advantages of social marketing. (8 marks)
- (b) Describe **five** factors that influence social marketing. (10 marks)
6. (a) (i) Explain the meaning of the term 'marketing research'. (2 marks)
- (ii) Highlight **four** functions of marketing research in social marketing. (8 marks)
- (b) Highlight **five** challenges that are faced in social marketing. (10 marks)
7. (a) Analyze **four** techniques of entry and penetration. (8 marks)
- (b) Explain **six** advantages of radio in social marketing. (12 marks)
8. (a) (i) Define the term 'consumer segmentation' in social marketing. (2 marks)
- (ii) Analyze the **four** types of consumer segmentation in social marketing. (8 marks)
- (b) (i) Explain the meaning of the term 'target audience'. (2 marks)
- (ii) Outline **four** components (4 ps) of social marketing. (8 marks)

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