

2428/304

TRANSFORMATION AND SOCIAL  
MARKETING

Oct./Nov. 2021

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: SOCIAL TRANSFORMATION

*Answer at least TWO questions in this section.*

1. (a) (i) Explain the meaning of the term 'social transformation'. (2 marks)  
*→ process of analysis is changing attitudes towards norms, beliefs, values of a society.*
- (ii) Highlight four primary assumptions of the modern conflict theory. (8 marks)  
*→ Revolution, competition, structural, equilibrium.*
- (b) Analyze five causes of cultural transformation in a society. (10 marks)  
*→ Environment, family, society, education, urbanization.*
2. (a) Describe four challenges encountered in the transformation of cultural beliefs and practices among communities in Kenya. (8 marks)  
*→ ideology, technology, cultural erosion, urbanization.*
- (b) Explain each of the following stages of social transformation. (12 marks)
- (i) exploratory; *→ Adventu ↯ alternative approach.*
  - (ii) organization; *→ Come on board in form of Comm*
  - (iii) group decision making; *→ no*
  - (iv) action; *→ Implement*
  - (v) evaluation; *→*
  - (vi) subsequent. *→*
3. (a) Education is a key agent of social transformation in the modern society. Analyze five positive effects of education in social transformation. (10 marks)
- (b) Outline the five steps involved in the community action model. (10 marks)
4. (a) Describe five positive impacts of technological change on social transformation. (10 marks)  
*→ Comm - mobile phone, Agriculture - Resilient seed, Trade - e-marketing, Health - modern herbs, Education - e-learning.*
- (b) Explain each of the following factors that affect the rate of adoption of an innovation: (10 marks)
- (i) relative advantage; *→ effective compared to know* (2 marks)
  - (ii) compatibility; *→ able to be together (consistency)* (2 marks)
  - (iii) complexity; *→ Difficulty* (2 marks)
  - (iv) trialability; *→ Being tried.* (2 marks)
  - (v) observability. (2 marks)

## SECTION B: SOCIAL MARKETING

Answer at least TWO questions from this section.

5. (a) Highlight five benefits of social marketing. (10 marks)
- (b) Describe each of the following methods and techniques used in social marketing research:
- (i) quantitative methods;
  - (ii) surveys;
  - (iii) observations;
  - (iv) in-depth interviews;
  - (v) focus groups. (10 marks)
6. (a) Highlight five advantages of using posters to advertise for behaviour change among the youths in a community. (10 marks)
- Reliable → Wide Coverage*  
*→ cheap → Reach the targeted audience*  
*→ Accessible*
- (b) Analyze five factors that influence social marketing. (10 marks)
- Promote → Cultural Change*  
*Cultural Constraints*  
*Desire to be different / stand out*  
*Desire to globalize & promote one's culture*
7. (a) Highlight six challenges faced in social marketing. (12 marks)
- Competition / modernization / Inadequate funds*  
*→ Rivalry*  
*Technology*
- (b) Analyze four elements of social marketing. (8 marks)
- Value*  
*Norm*  
*→ Beliefs*  
*Culture*
8. (a) Outline the four stages in the life cycle of a product as applied in marketing. (8 marks)
- (b) Describe six benefits that accrue from using social media in social marketing. (12 marks)

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