

2428/304
TRANSFORMATION AND SOCIAL
MARKETING
Oct./ Nov. 2022
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

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1. (a) (i) Explain the meaning of the term 'social transformation'. (2 marks)
- (ii) Describe **four** causes of cultural transformation among communities in Kenya. (8 marks)
- (b) Analyze **five** ways in which technology has contributed to positive social change. (10 marks)
2. (a) Explain **five** characteristics of modernization in social transformation. (10 marks)
- (b) Analyze **five** challenges encountered in the transformation of cultural beliefs and practices among communities in Kenya. (10 marks)
3. (a) Highlight **four** primary assumptions of the modern conflict theory. (8 marks)
- (b) Explain **six** benefits of education as an agent of social transformation. (12 marks)
4. (a) Analyze **four** factors that influence social change. ~~Derive to globalize & promote on~~ (8 marks)
~~Seperation to promote~~
~~of culture to reduce cultural dissention~~
- (b) (i) Explain the meaning of the term 'cultural diffusion'. ~~evolving~~ (2 marks)
~~throughout~~
~~between~~
- (ii) Outline the **five** steps in the process of diffusion of an innovation. (10 marks)

SECTION B: SOCIAL MARKETING

5. (a) (i) Explain the meaning of the term 'marketing'. (2 marks)
- (ii) Highlight **four** differences between 'social' and 'commercial' marketing. (8 marks)
- (b) Explain the **five** steps in the marketing research process. (10 marks)
6. (a) Analyze **five** market penetration strategies. (10 marks)
- (b) Highlight **five** elements of social marketing. (10 marks)



- (a) Analyze **five** benefits of using posters in a social marketing campaign. (10 marks)
- (b) Explain each of the following types of consumer segmentation:
- (i) demographic; (2 marks)
 - (ii) geographical; (2 marks)
 - (iii) behavioural; (2 marks)
 - (iv) psychographic; (2 marks)
 - (v) social media. (2 marks)
- (a) (i) Distinguish between 'social' and 'societal' marketing. (4 marks)
- (ii) Explain **three** benefits of social marketing. (6 marks)
- (b) Highlight **five** differences between 'print' and 'electronic' media. (10 marks)

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