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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN COMMUNITY DEVELOPMENT AND SOCIAL WORK
DDS 404: TRANSFORMATION AND SOCIAL MARKETING

Date: 5TH DECEMBER 2024

Time: 8:30AM-10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Transforming the Health of Rural Communities Through Social Marketing

In the rural region of Bandaria, a small town in Mau County, the local government faces significant challenges related to public health. A survey carried out revealed high rates of malnutrition, child mortality, and preventable diseases such as diarrhea and malaria. The main economic activity is subsistence farming and the town has low literacy rates, and lacks access to clean water and proper sanitation. In addition, there is widespread mistrust of modern healthcare practices, as many rural communities prefer traditional remedies and home remedies to treat illnesses.

The Ministry of Health in Bandaria, with the support of international organizations, has launched a campaign to improve health system in the rural town. The goal is to encourage behavioral changes that lead to improved hygiene practices, increased immunization rates, and the use of fortified foods for better nutrition. The campaign also aims to introduce new water purification techniques, discourage open defecation, and promote the use of bed nets to prevent malaria.

To drive this transformation, the Ministry is using social marketing strategies to shift public attitudes and behaviors toward the health initiatives. The campaign involves using local radio stations, community events, and social influencers to spread messages about health. They also collaborate with NGOs to distribute educational materials and conduct workshops in rural areas. However, the program faces several obstacles: strong cultural attachment to traditional beliefs, logistical difficulties in reaching remote communities, and limited financial resources to maintain long-term efforts.

The Ministry of Health in Bandaria faces significant challenges in transforming public health in rural areas, but by applying social marketing principles, there is potential to drive lasting change. The campaign's success hinges on understanding the target audience, addressing cultural resistance, effectively using social marketing strategies, and ensuring ethical practices throughout the process.

- a) Using examples discuss the impact of transformational change on the youths of Bandaria. (6 Marks)
- b) Discuss two benefits of social market principles shown above. (4 Marks)
- c) Describe four challenges encountered in the transformation of cultural beliefs and practices in Kenya. (6 Marks)
- d) Highlight four elements of social marketing. (4 Marks)
- e) Education is a key agent of social transformation in the modern society. Analyze four positive effects of education in social transformation. (6 Marks)
- f) Explain two positive impact of technological change on social transformation in the community. (4 Marks)

QUESTION TWO (20 MARKS)

- a) Diffusion of technology has led to both describable and indescribable social change. Explain three describable social changes that have arisen out of technology. (6 Marks)
- b) Describe four advantages of using posters to advertise for behavior change among the youths in the community. (4 Marks)
- c) Analyze three challenges encountered in transformation of cultural beliefs in one community you are familiar with. (5 Marks)
- d) Discuss three advantages of using traditional media as a communication tool in social marketing. (5 Marks)

QUESTION THREE (20 MARKS)

- a) Examine three solutions to problems caused by urbanization in Kenya. (5 Marks)
- b) Analyze four characteristics of culture. (5 Marks)
- c) Discuss three limits of globalization as an agent of social transformation. (6 Marks)
- d) Assess two factors that contribute to resistance to social changes. (4 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss two components of social marketing that bring about social change. (4 Marks)
- b) Examine the role of mass media campaigns to control smoking in schools. (4 Marks)
- c) Describe three activities that can be undertaken for a successful social marketing campaign. (6 Marks)
- d) Explain four types of mass media that can be used effectively for advertising as part of social marketing. (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss two advantages of using social media as marketing strategies. (4 Marks)
- b) Explain three factors that affect consumer behavior in the era of technology as part of social marketing. (4 Marks)
- c) Describe four types of distribution channels for consumer goods available. (6 Marks)
- d) Examine the impact of mass media in social marketing. (6 Marks)