

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

COURSE: SOCIAL MARKETING

COURSE CODE: CMA205

DURATION: 3 HOURS

27 May 2019

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer ANY FOUR questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

QUESTION 1

With the aid of examples define the following terms as they apply in Social marketing

- a) Social marketing (3 marks)
- b) Cognitive identification (4 marks)
- c) Perceived behavioural control (4 marks)
- d) Pre-contemplation (4 marks)
- e) Vicarious learning (4 marks)
- f) Motor reproduction (4 marks)
- g) Intention (2 marks)

(Total 25 marks)

QUESTION 2

Making use of examples, critique the significance of Ajzen (1985)'s Theory of Planned Behaviour as a guideline to successful behavioural transformation. (25 marks)

QUESTION 3

- a) Making use of examples briefly outline the Social Marketing criteria. (10 marks)
- b) Making use of examples critically examine the role of the three dimensions of identification postulated by Tajfel and Turner (1979) under the Social Identity theory in influencing in-group and inter-group behaviour. (15 marks)

(Total 25 marks)

QUESTION 4

- a) Outline the discovery phase in the evolution of social marketing (10 marks)
- b) Weibie (1951) posed a compelling question, "*Why can't we sell brotherhood and rational thinking like the way we sell soap?*" Critique the practicality of this proposition in light of Zimbabwean examples. (15 marks)

(Total 25 marks)

QUESTION 5

- a) Making use of examples outline the major tenets of the social marketing plan (25 marks)

(Total 25 marks)

*****END OF PAPER*****