

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

COURSE: SOCIAL MARKETING

COURSE CODE: CMA205

DURATION: 3 HOURS

28 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) Subjective norm (4 marks)
- c) Affective identification (4 marks)
- d) Attitude (4 marks)
- e) Vicarious learning (4 marks)
- f) Contemplation (4 marks)
- g) Behaviour (2 marks)

(Total 25 marks)

QUESTION 2

'Social marketing supersedes all the possible approaches of bringing about socio-behavioural transformation'. Critique this proposition in light of Zimbabwean examples.

(Total 25 marks)

QUESTION 3

- a) Social marketing objectives seek to address three main variables. Describe those variables making use of examples. (9 marks)
- b) 'Efforts to bring about social change are not always embraced by the recipients, in some cases they are repelled'. Citing relevant examples, outline any seven determinants of resistance to social change. (16 marks)

(Total 25 marks)

QUESTION 4

- a) Making use of examples, juxtapose pricing in social marketing and pricing in commercial marketing. (5 marks)
- b) Making use of examples discuss the role of budgeting in social marketing planning. (20 marks)

(Total 25 marks)

QUESTION 5

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

(Total 25 marks)

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