

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: SOCIAL MARKETING

COURSE CODE: CMA 205

DURATION: 3 HOURS

14 JUNE 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Begin each question on a new page.
3. Choose any **FOUR (4)** questions;
4. Each question carries **25 marks**
5. The number of marks for each question or part question is shown in brackets.

Question 1

- a) With the aid of examples, define the following terms as they apply in social marketing:
- i) Social marketing (3 marks)
 - ii) Motor Reproduction (3 marks)
 - iii) Symbolic Model (3 marks)
 - iv) Motivation (3 marks)
 - v) Core product (3 marks)
 - vi) Price (2 marks)
- b) Giving examples distinguish between the following terms:
- i) Behaviour and Beliefs (4 marks)
 - ii) Attention and Retention (4 marks)

[Total 25 Marks]

Question 2

- a) Citing relevant examples, briefly outline the social marketing criteria (6 marks)
- b) Weibie (1951:679), posed a compelling eloquent question, “*Why can't you sell brotherhood and rational thinking like you sell soap?*”. In light of social marketing examples, critically examine this proposition. (19 marks)

[Total 25 Marks]

Question 3

Giving relevant examples, discuss the applicability of the Stages of Change Theory by Prochaska and DiClemente (1983). (25 marks)

[Total 25 Marks]

Question 4

- a) Briefly outline three (3) types of exchange proposed by Bagozzi (1975). (6 marks)
- b) Outline the discovery and conceptualisation phases in the evolution of social marketing. (19 marks)

[Total 25 Marks]

Question 5

Making use of examples, juxtapose social marketing and commercial marketing indicating the applicability of marketing mix elements to each of them.

[Total 25 Marks]

****End of paper****