

# **BINDURA UNIVERSITY OF SCIENCE EDUCATION**

## **FACULTY OF COMMERCE**

### **DEPARTMENT OF MARKETING**

#### **PROGRAMME: BACHELOR OF COMMERCE HONOURS IN MARKETING**

#### **BS433 SOCIAL MARKETING**

**DURATION: 3 HOURS**

**EXAMINATION**

#### **INSTRUCTIONS**

1. Answer Question **One** and any other three questions.
2. Each question should begin on a new page
3. Start answering each main question on a fresh page
4. Credit will be given for appropriate use of illustrative examples.
5. No cell phones and programmable calculators are allowed in the examination room.

#### **QUESTION ONE (Compulsory)**

**Slaves on our Streets: Abigail's story of entrapment and prostitution provides a glimpse of a brutal reality**

'Abigail', 36, was forced into sex slavery after being lured to the UK from Nigeria by a human trafficker promising to help her realise her dream of becoming a nurse.

Abigail lived in a Nigerian suburb, making ends meet by selling pies to construction workers. One of her customers, who owned a nearby building firm, offered to help her get a job in the UK to follow her dream of becoming a nurse. After six months of winning her friendship, he even paid for her plane ticket there.

"I was happy, thinking that he's a nice man," says Abigail, now 36 and too terrified to use her real name. "That's how he brought me to this country – only it was prostitution that he introduced me to. He wanted me to make money for him."

As soon as she arrived at Gatwick, her "friend" changed. He told her she would have sex with strangers for money, and that he wanted to make "thousands" from her. He bundled her to a dingy London flat where women waited, terrified, in the kitchen for two bedrooms to become free so they could be forced to take turns sleeping with the men who had paid to have sex with them. "I told him I don't want to do that, I can't do that. But he said I'm a slave to him from now on," says Abigail. "He said I am nobody."

Beaten when she resisted, Abigail was made to work as a prostitute "every day – that's what he's happy about, because every hour he makes money out of you". Since her captor had threatened her children back in Nigeria through relatives, Abigail believed she or they could be killed if she tried to escape. "You become so scared," she says.

Abigail was trapped in this situation for years. Only last year was she freed when the brothel in central London where she was then working was targeted in an immigration raid.

She was referred to Hestia, a charity whose services include support for victims of human trafficking. They listened, they talked with her, and they helped. She threw herself into volunteering for a church to give her life a sense of purpose. Finally, she says, she is slowly beginning to put her life back together, day by day.

It seems impossible that cases such as Abigail's can still exist today. Yet they do. We have already talked with many people who have found themselves just as trapped. That is why *The Independent*, in partnership with our sister paper the *London Evening Standard*, is today launching a special investigation into the scandal of modern slavery in today's Britain.

Abigail is still afraid for her family and waiting on an asylum claim. But she knows that there are others whose situation is worse. The Independent Anti-Slavery Commissioner, Kevin Hyland, says there are up to 13,000 people in Britain trapped in modern slavery, many of them facing daily ordeals just like those Abigail had to endure.

Source: <https://www.independent.co.uk/news/uk/home-news/modern-slavery-campaign-abigail-s-story-case-study-prostitution-sex-slavery-human-trafficking-london-nigeria-a7942326.htm>

Ed Cumming, Eleanor Rose

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### QUESTIONS ONE:

- a) Identify the explicit and implicit social problems arising from the case. [6]
- b) Discuss social marketing strategies to alleviate social problems arising from the case. [10]
- c) Examine Daniel Yankelovich (1992)'s **seven** stages of public opinion change with regards to sex slavery in the context of the case. [24]

[40 Marks]

### QUESTION TWO

Explain the following concepts in the context of social marketing:

- a) Social capital, (5)
- b) Social franchising, (5)
- c) Social determinants, (5)
- d) Social networking. (5)

[20 Marks]

### QUESTION THREE

“Social marketing is about making the world a better place for everyone- not just for investors or foundation executives” (Andreasen, 2011, p.11). Discuss. [20 Marks]

### QUESTION FOUR

Summarize the **ten steps** in developing a social marketing plan. [20 Marks]

### **QUESTION FIVE**

Discuss social marketing strategies that can be used on impoverished consumers. **[20 Marks]**

### **QUESTION SIX**

Assess the importance of research in Social marketing. **[20 Marks]**

**END OF PAPER**