

# **BINDURA UNIVERSITY OF SCIENCE EDUCATION**

## **FACULTY OF COMMERCE**

### **DEPARTMENT OF MARKETING**

**OCT 2023**

### **PROGRAMME: MASTER OF SCIENCE IN MARKETING**

#### **BS 433 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. Question One carries 40 marks and the other questions carry 20 marks each.
  4. Credit will be given for appropriate use of illustrative examples.
  5. No cell phones and programmable calculators are allowed in the examination room.
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#### **QUESTION ONE (COMPULSORY)**

##### **Chipo's dilemma-quit prostitution?**

Chipo has been living as a house wife in the avenues area in Harare with her husband. Tragedy struck in December 2014 when her husband was involved in a fatal accident coming from South Africa where he had gone to purchase goods for resale in Harare. Chipo was left with two kids to look after as a widow. She tried buying and selling but competition has been very stiff with the increasing number of vendors in the city. Occasionally, Chipo would indulge into prostitution to supplement her income. Chipo has realized that prostitution gives her quick money but there are high risks of contracting sexually transmitted diseases because some of her clients offer enticing money for unprotected sex. A donor funded Organisation has launched a programme where prostitutes who are willing to get out of prostitution will be trained some

entrepreneurial skills and get seed capital to start their own businesses. Chipo thinks it is high time she quits prostitution.

**Source: Jaravaza, 2017.**

### **QUESTIONS ONE:**

- a) What is the social problem arising from the case? (5)
- b) Evaluate the social marketing programme that has been launched by a donor funded organization in the case. (15)
- c) Explain the six stages of Prochaska's trans-theoretical model (2005) in the context of the case study. Assume that Chipo will successfully go through the six stages. (20)

**[40 Marks]**

### **QUESTION TWO**

Explain the following concepts in the context of social marketing:

- a) Social positive reinforcement, (6)
- b) Social negative reinforcement, (6)
- c) Behaviour extinction. (8)

**[20 Marks]**

### **QUESTION THREE**

Evaluate social marketing's unique principles and distinctions.

**[20 Marks]**

### **QUESTION FOUR**

Briefly explain the following Social marketing promotion strategies making reference to a particular social marketing campaign:

- a) Message strategy, (7)
- b) Messenger strategy, (7)
- c) Creative strategy. (6)

**[20 Marks]**

### **QUESTION FIVE**

Discuss social marketing strategies that can be used to reach a rural subsistence market.

**[20 Marks]**

### **QUESTION SIX**

Assess the importance of social media in social marketing.

**[20 Marks]**

**END OF PAPER**