

Name: \_\_\_\_\_ Index No. \_\_\_\_\_ / \_\_\_\_\_

2428/304

TRANSFORMATION AND SOCIAL  
MARKETING

Oct./Nov. 2015

Time: 3 hours

Candidate's Signature: \_\_\_\_\_

Date: \_\_\_\_\_



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SOCIAL WORK AND COMMUNITY DEVELOPMENT  
(SOCIAL WORK OPTION)  
MODULE III**

TRANSFORMATION AND SOCIAL MARKETING

**3 hours****INSTRUCTIONS TO CANDIDATES***Write your name and index number in the spaces provided above.**Sign and write the date of the examination in the spaces provided above.**This paper consists of **EIGHT** questions in **TWO** sections: **A** and **B**.**Answer a total of **FIVE** questions in the spaces provided as shown below:**any **TWO** questions from section **A**;**any **TWO** questions from section **B**;**any other **ONE** question from either section **A** or **B**.**All questions carry equal marks.**Candidates should answer the questions in English.***For Examiner's Use Only**

Question	1	2	3	4	5	6	7	8	TOTAL SCORE
Candidate's Score									

**This paper consists of 16 printed pages.**

**Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.**

1. (a) (i) Distinguish between **cultural diffusion** and **transmission of culture**. (4 marks)
- (ii) Describe each of the following global theories of social change:
- (I) modernisation theory;
  - (II) world system theory;
  - (III) dependency theory.
- (6 marks)
- (b) Describe **five** characteristics of culture. (10 marks)
2. (a) (i) Explain the meaning of the term **community**. (2 marks)
- (ii) Describe **four** differences between a community and a society. (8 marks)
- (b) Explain **five** features of the conflict theory. (10 marks)
3. (a) Describe **five** characteristics of a social system. (10 marks)
- (b) (i) Explain the meaning of each of the following terms as applied in social change:
- (I) maturation;
  - (II) socialization.
- (4 marks)
- (ii) Explain **three** factors of the process of socialization. (6 marks)
4. (a) Explain each of the following terms as applied in social inequalities:
- (i) social stratification;
  - (ii) ethnic group;
  - (iii) race;
  - (iv) stereotype;
  - (v) gender.
- (10 marks)
- (b) Explain **five** features of religion. (10 marks)
5. (a) Describe **four** aspects of social marketing. (8 marks)
- (b) Describe **six** stages of the social marketing process. (12 marks)
6. (a) Explain how each of the following variables influence behaviour change:
- (i) facts;
  - (ii) force;
  - (iii) feelings;
  - (iv) freebies;
  - (v) facilitation.
- (10 marks)

