

CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF SCIENCE IN COMMUNITY DEVELOPMENT**

**CDEV 320: LOBBYING AND ADVOCACY**

**STREAMS: BSC (CDEV) Y3S1**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 03/12/2018**

**11.30 AM – 1.30 PM**

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**INSTRUCTIONS:**

**Answer Question One and Two others**

1. (a) Differentiate between advocacy and lobbying. [6 marks]
- (b) Explain with examples, any three importance of advocacy in development. [6 marks]
- (c) With examples differentiate between primary and secondary audiences in advocacy and lobbying. [6 marks]
- (d) Explain any 3 factors to consider when forming networks in lobbying and advocacy. [6 marks]
- (e) Explain the goal of effective communication in lobbying and advocacy. [6 marks]
2. (a) Public speaking plays a significant part in communicating advocacy and lobbying messages. Discuss with examples factors that influence the success of public speaking. [12 marks]
- (b) Discuss the frozen community theory and show how it applies to lobbying and advocacy. [8 marks]

3. (a) Critically examine factors that can be considered in evaluating lobbying and advocacy in activities. [12 marks]
- (b) Discuss any four strategies you can apply to mobilize resource for lobbying and advocacy activities. [8 marks]
4. Critically examine the process of advocacy work. [20 marks]
5. (a) With examples discuss factors to consider when preparing a persuasive lobbying and advocacy message. [12 marks]
- (b) Discuss the importance of networking in lobbying and advocacy activities. [ 8marks]
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