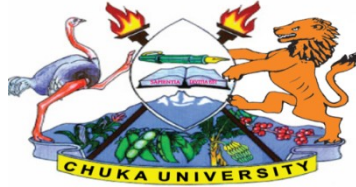


CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CDEV 320: LOBBYING AND ADVOCACY

STREAMS:ODEL

TIME: 2 HOURS

DAY/DATE: TUESDAY 5/10/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS

Answer question one and any other two questions

SECTION A

QUESTION ONE (30 MARKS)

- (a) Use examples to examine any five limitations in lobbying and advocacy processes. [10 marks]
- (b) Public speaking plays an important role in communicating lobbying and advocacy messages. In view of this explain factors that influence public speaking. [10 marks]
- (c) Examine factors to consider in evaluating advocacy and lobbying activities. [8 marks]
- (d) Differentiate advocacy from lobbying. [2 marks]

SECTION B

QUESTION TWO

- (a) Discuss factors to consider for effective chain of communication in advocacy. [10 marks]

- (b) Use examples to discuss the characteristics of networking in contemporary society. [10 marks]

QUESTION THREE (20 MARKS)

- (a) Discuss the importance of lobbying and advocacy in community development. [10 marks]
- (b) Use appropriate examples to examine types of advocacy in our contemporary society. [10 marks]

QUESTION FOUR (20 MARKS)

- (a) Use examples from the Kenyan context to explain the strategies organizations use for winning people's cooperation in advocacy activities. [10 marks]
- (b) Assume you are the programs manager of plan international in Tharaka Nithi County and you have expressed interest to work with other organizations to establish a girl child network. Discuss strategies that you can apply to enhance such a network. [10 marks]

QUESTION FIVE (20 MARKS)

- (a) Use examples to explain chain the role of mass media in lobbying and advocacy. [10 marks]
- (b) Examine the characteristics of an effective advocacy message. [10 marks]
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