

CHUKA



UNIVERSITY

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CHUKA & EMBU

**FIRST YEAR EXAMINATION FOR THE AWARD OF CERTIFICATE IN
COMMUNITY DEVELOPMENT**

CDEV 00107: ADVOCACY, LOBBYING & NETWORKING

STREAMS: CERT. CDEV (Y1S3)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/8/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer question ONE and any other TWO

QUESTION ONE

- (a) Explain the following terms
 - (i) Advocacy [3 marks]
 - (ii) Lobbying [3 marks]
- (b) Explain the importance of advocacy in community development [8 marks]
- (c) Explain the difference between primary and secondary audience in advocacy [8 marks]
- (d) Differentiate between direct and grass root lobbying [8 marks]

QUESTION TWO

- (a) Discuss five challenges facing networking in lobbying and advocacy programs [10 marks]
- (b) Using examples, explain five types of advocacy in community development [10 marks]

QUESTION THREE

- (a) Discuss any four factors to consider in evaluating advocacy, lobbying and networks programs [12 marks]
- (b) Discuss any four goals of communication in lobbying and advocacy [8 marks]

QUESTION FOUR

- (a) Advocacy applies different tools for it to be effective. Using examples, discuss any six advocacy tools. [12 marks]
- (b) Explain any four factors that influence the success of public speaking in lobbying and advocacy [8 marks]

QUESTION FIVE

Using examples, discuss any five types of networks [20 marks]
