

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU

**EXAMINATION FOR THE AWARD OF
DIPLOMA IN COMMUNITY DEVELOPMENT**

CDEV 0205: NETWORK LOBBYING AND ADVOCACY

STREAMS: DIP (CDEV)

TIME: 2 HOURS

DAY/DATE: MONDAY 05/08/2019

11.30 AM – 1.30 PM

INSTRUCTIONS:

ANSWER QUESTION ONE AND TWO OTHERS

1. (a) With examples differentiate between lobbying and advocacy. [6 marks]
- (b) Explain any 4 characteristics of networks in lobbying and advocacy. [8 marks]
- (c) Explain with examples any 4 tips you can consider when handling media in lobbying and advocacy. [8 marks]
- (d) Explain how you can ensure effective chain of communication in lobbying and advocacy. [8 marks]
2. Examine the barrier of communication emanating from
 - (i) Sender [10 marks]
 - (ii) Message [10 marks]
3. Critically examine the process of advocacy. [20 marks]
4. Examine the following theories associated with lobbying and advocacy
 - (i) Frozen community [10 marks]
 - (ii) 3Cs [10 marks]

5. (a) Discuss factors to be considered when evaluating advocacy and lobbying programs. [12 marks]
- (b) Discuss with examples any 4 sources of finding for lobbying and advocacy programs. [8 marks]
-