

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CDEV 320: LOBBYING AND ADVOCACY

STREAMS: BSC (CDEV) Y3S1 ODEL

TIME: 2 HOURS

DAY/DATE: TUESDAY 03/12/2019

2.30 PM – 4.30 PM

INSTRUCTIONS:

ANSWER QUESTION ONE AND TWO OTHERS

1. (a) Explain with examples, 4 objectives of advocacy. [8 marks]
- (b) Differentiate with examples, direct lobbying from grassroots lobbying. [6 marks]
- (c) Expound on any 4 characteristics of networking. [8 marks]
- (d) Describe any 4 goals of communication in lobbying and advocacy. [8 marks]
2. (a) Examine any five factors that influence successful public speaking. [10 marks]
- (b) Discuss any five strategies that you can use to convince community members to support lobbying and advocacy initiatives. [10 marks]
3. Discuss with examples how you would prepare and conduct a meeting for advocacy. [20 marks]
4. (a) Discuss any 5 factors to consider when evaluating lobbying and advocacy programs. [10 marks]
- (b) Examine the following lobbying and advocacy theories.
 - (i) 3 Cs theory [5 marks]
 - (ii) Frozen community theory [5 marks]

5. Examine the applicability of lobbying and advocacy in community development. [20 marks]
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