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CHUKA



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**UNIVERSITY EXAMINATIONS**

**CHUKA & EMBU CAMPUSES**

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

**CDEV 00107: ADVOCACY, LOBBYING & NETWORKING SKILLS**

**STREAMS: CERT (CDEV) Y1S2**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 6/08/2018**

**11.30 A.M - 1.30 P.M.**

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**INSTRUCTIONS:**

- **Answer Question ONE and any other TWO Questions.**

1. (a) Differentiate between advocacy and lobbying. [6 Marks]  
(b) Explain three audiences you need to map out when you want to advocate a community issue. [6 Marks]  
(c) Explain with examples any three characteristics of networks. [6 Marks]  
(d) Illustrate three strategies you can apply to win people's cooperation on lobbying. [6 Marks]  
(e) Elaborate on the importance of using media in lobby and advocacy. [6 Marks]
2. Public speaking plays a significant part in communicating advocacy & lobbying messages. With examples, discuss any five factors that influence the success of public speaking. [20 Marks]
3. (a) Discuss three types of evaluation you can carry out in lobbying & and advocacy programs. [12 Marks]  
(b) Discuss the objectives of the evaluation of programs. [8 Marks]
4. (a) With examples, discuss any 5 challenges facing networks. [10 Marks]  
(b) Discuss the importance of networking in lobbying and advocacy programs. [10 Marks]

5. (a) Discuss the barriers of communication in lobbying and advocacy. [10 Marks]  
(b) Discuss how you can prepare a persuasive advocacy and lobbying message. [10 Marks]
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