

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF SCIENCE IN COMMUNITY DEVELOPMENT

CDEV 320: ADVOCACY AND LOBBYING

STREAMS: BSC (CDEV)

TIME: 2 HOURS

DAY/DATE: FRIDAY 26/03/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and TWO others
- Do not write on the question paper

- Q1. (a) Differentiate between Advocacy and lobbying [6 marks]
- (b) With examples show any four importance of lobbying and advocacy in community development [8 marks]
- (c) Explain with examples any 4 strategies of enhancing networks in lobbying and advocacy activities. [8 marks]
- (d) Expound on four factors that should be considered when evaluating lobbying and advocacy activities [8 marks]
- Q2. (a) Discuss with examples, how you can ensure effective chain of communication in lobbying and advocacy [12 marks]
- (b) Discuss any four barriers of communication associated with lobbying and advocacy messages [8 marks]
- Q3. Discuss any five challenges of networking in lobbying and advocacy and show clearly how you can mitigate those challenges [20 marks]

- Q4. Show clearly why you should carry out the following activities in the lobbying and advocacy activities
- (i) Policy mapping [5 marks]
 - (ii) Setting objectives [5 marks]
 - (iii) Fund raising and budgeting [5 marks]
 - (iv) Audience mapping [5 marks]
- Q5. (a) Examine the role of media in lobbying and advocacy [10 marks]
- (b) Discuss any five factors that influence the success of public speaking in lobbying and advocacy [10 marks]
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