

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD CERTIFICATE IN COMMUNITY
DEVELOPMENT**

CDEV 00107: ADVOCACY, LOBBYING AND NETWORKING SKILLS

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 12/04/2023

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer question one and any other two

Question one

- (a) Using appropriate examples, differentiate between lobbying and advocacy. [4 marks]
- (b) Briefly describe any three advocacy issues in your society. [6 marks]
- (c) Discuss any six impact of advocacy in social change. [6 marks]
- (d) Describe four types of media which would be used for advocacy work. [4 marks]
- (e) Differentiate between direct and grass root lobbying. [4 marks]
- (f) With examples, elaborate three types of networks. [6 marks]

QUESTION TWO (20 MARKS)

- (a) Define the terms social justice and social change as used in advocacy. [4 marks]
- (b) Explain the importance of advocacy in community development. [8 marks]
- (c) Discuss the various techniques used in lobbying. [8 marks]

QUESTION THREE (20 MARKS)

- (a) Define the term 'networking'. [2 marks]
- (b) Highlight the various aims of networking. [8 marks]
- (c) Advocacy applies different tools for it to be effective. Using examples, discuss any five advocacy tools. [10 marks]

QUESTION FOUR (20 MARKS)

- (a) Critically, examine the process of advocacy. [10 marks]
- (b) Discuss any five emerging trends in advocacy and lobbying. [10 marks]

QUESTION FIVE (20 MARKS)

- (a) Explain six factors considered when choosing media for advocacy. [12 marks]
 - (b) Giving examples, discuss any four goals of communication in lobbying and advocacy. [8 marks]
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