



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN COMMUNITY DEVELOPMENT AND SOCIAL WORK**  
**DDS 206: ADVOCACY AND LOBBYING**

Date: 9<sup>TH</sup> APRIL 2024

Time: 2:30PM-4:30PM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- Differentiate the concept of Advocacy from lobbying in social Change. (4 Marks)
- Explore various communication methods you would employ in a campaign meant to influence favorable policies for Persons Living with Disability. (6 Marks)
- Explain 3 factors your CBO would consider while forming a network. (6 Marks)
- With the use of relevant examples, explain the Process of advocacy in Community development. (6 Marks)
- Explain 3 types of evaluation applicable to Advocacy campaign initiatives. (8 Marks)

**QUESTION TWO (20 MARKS)**

- Explain 3 problems networking initiatives faced in the process of Advocacy in developing countries. (6 Marks)
- Evaluate any Theory of Advocacy and Lobbying. (6 Marks)
- Discuss 4 important Advocacy and lobbying studies in Community Development. (8 Marks)

**QUESTION THREE (20 MARKS)**

- Using relevant illustrations, explain any 3 factors you would consider while choosing the media house to use for Advocacy Campaigns. (6 Marks)
- Illustrate how you would ensure an effective chain of communication in Advocacy and Lobbying. (6 Marks)
- Explain 4 Importance of advocacy and lobbying in community development. (8 Marks)

**QUESTION FOUR (20 MARKS)**

- Make notes on the tips on how to handle media in Advocacy and Lobbying campaigns. (6 Marks)
- Explain 3 reasons why you would consider dialogue in influencing policies mentioned above. (6 Marks)
- Discuss 4 Factors that can influence the success of public speaking and speeches. (8 Marks)

**QUESTION FIVE (20 MARKS)**

- Discuss 3 Roles of Media in Advocacy and Lobbying in Kenya. (6 Marks)
- With the aid of examples, explain common sources of funds for Advocacy complains. (6 Marks)
- Explain 4 types of networks that exist in your country. (8 Marks)