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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN COMMUNITY DEVELOPMENT AND SOCIAL WORK
DDS 206 – ADVOCACY AND LOBBYING

Date: 05TH December, 2023
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 lobbying from Advocacy in Community Development. (4 Marks)
- Explain communication methods you would employ in a lobbying campaign meant to influence policies for IDPs (6 Marks)
- State and explain three reasons why you would consider dialogue in influencing policies mentioned above. (6 Marks)
- With the use of relevant examples, explain the Process of advocacy in Community development (6 Marks)
- Explain 4 important Advocacy and lobbying studies in Community Development. (8 Marks)

QUESTION TWO (20 MARKS)

- With examples, explain 3 challenges faced by networks in the process of Advocacy and Lobbying. (6 Marks)
- Explain any Theory of Advocacy and Lobbying. (6 Marks)
- Explain 3 types of evaluation applicable to Advocacy campaigns. (8 Marks)

QUESTION THREE (20 MARKS)

- Using relevant illustrations, explain any 3 factors you would consider while choosing a TV Station to aid in Lobbying and Advocacy Campaigns. (6 Marks)
- Illustrate how you would ensure an effective chain of communication in the “*M-Elimisha program*” meant to create social awareness of Civic Rights and Freedom (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 factors your Organization would consider while forming a network (6 Marks)
- Explain 4 types of networks that exist in your country. (8 Marks)

QUESTION FIVE (20 MARKS)

- Assess any 3 Roles of Media in Advocacy and Lobbying. (6 Marks)
- Public Speeches are important in Advocacy Campaigns. Theorize on any 4 Factors that can influence the success of public speaking and speeches. (8 Marks)
- Explain common sources of funds for Advocacy and Networking (6 Marks)