



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 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: 8<sup>TH</sup> AUGUST, 2023  
Time: 2:30PM- 4:30PM

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- Differentiate using practical examples, the contrast between lobbying and Advocacy. (4 Marks)
- Using examples, illustrate 3 Methods of communication you would explore in an advocacy campaign meant to lobby for marginalized groups (6 Marks)
- State and explain 3 reasons why you would consider dialogue in influencing policies at the national government level. (6 Marks)
- Highlight using examples the Process of advocacy in Community development (6 Marks)
- How is Advocacy and lobbying studies important in Community Development? (8 Marks)

**QUESTION TWO: (20 MARKS)**

- Assess any 3 Roles of Media in Advocacy and Lobbying. (6 Marks)
- Make short notes on 3Cs Theory of Advocacy and Lobbying. (6 Marks)
- Define Evaluation and explain 3 types of evaluation applicable to Advocacy campaigns. (8 Marks)

**QUESTION THREE: (20 MARKS)**

- Illustrate how you would ensure an effective chain of communication in the "*Hamasho program*" meant to create social awareness of Civic Rights and Freedom (6 Marks)
- Explain common sources of funds for Advocacy and Networking (6 Marks)
- Explain 4 Importance of advocacy and lobbying in community development (8 Marks)

**QUESTION FOUR: (20 MARKS)**

- Make short notes on the tips on how to handle media in Advocacy and Lobbying campaigns (6 Marks)
- Individuals incorporated in a network are chosen and selected carefully due to various reasons. Explain factors to consider while forming a network (6 Marks)
- Explain 4 types of networks that exist in your country. (8 Marks)

**QUESTION FIVE: (20 MARKS)**

- With examples, explain 3 challenges faced by networks in the process of Advocacy and Lobbying. (6 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)
- Public Speeches are important in Advocacy Campaigns. Theorize on any 4 Factors that can influence the success of public speaking and speeches. (8 Marks)