



**TECHNICAL UNIVERSITY OF MOMBASA**  
**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

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**SOCIAL SCIENCES**

**UNIVERSITY EXAMINATION FOR:**  
**BACHELOR SCIENCE IN DEVELOPMENT STUDIES**

**BDS 4119: ADVOCACY AND LOBBYING**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE: Pick Date May 2016**

**Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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**Question ONE**

1. a) Explain the following terms as used in advocacy and lobbying
  - i. Lobbying(2mks)
  - ii. Advocacy(2mks)
  - iii. Policy Research(2mks)
  - iv. Partnership building in advocacy(2mks)
  - v. Consensus building in advocacy(2mks)
  
- b) Explain the importance of advocacy in the society (10mks)
- c) Explain the role of advocacy in social change (10mks)

**Question TWO**

1. a) Critically analyze factors influencing advocacy(10mks)
- b) Discuss any five lobbying techniques used in advocacy (10mks)

### **Question THREE**

- a) Examine the elements that make a successful advocacy process(10mks)
- b) Explain factors influencing choice of media for advocacy (10mks)

### **Question FOUR**

- a) Using a diagram, Explain the process of Advocacy (10mks)
- b) Using examples from children's rights, Examine the rights based approach of advocacy (10mks)

### **Question FIVE**

- a) Discuss the role of research in advocacy (10mks)
- b) Examine the role of partnerships in advocacy (10mks)