



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF 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.

Question ONE

1. a) Discuss **six** benefits of advocacy to society (12 mks)
 - b) (i) Explain **four** advocacy issues in a society (4 mks)
 - (ii) Analyze **four** factors that influence choice of media for advocacy (4 mks)
- c) Describe 5 Elements that make a successful advocacy process (10mks)

Question TWO

- a) Discuss **six** factors to consider in designing a lobbying plan.(12 mks)
- b) Briefly explain **four** techniques one would use to attract a politician's backing for a cause (8 mks)

Question THREE

- a) Discuss **five** contributions of advocacy and lobbying in human rights(10 mks)
- b) Highlight **five** challenges in adapting research findings by policy makers (10 mks)

Question FOUR

- a) Discuss **five** emerging issues in gender based violence (10 mks)
- b) Explain **five** factors to consider when lobbying the government (10 mks)

Question FIVE

- a) Examine any two types of advocacy(10mks)
- b) Discuss five principles of advocacy (10mks)