



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF:**  
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY  
MANAGEMENT (BTHM S14-PT)

BDS 4440: ADVOCACY AND LOBBYING IN HOSPITALITY

END OF SEMESTER EXAMINATION

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date **DECEMBER 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 **Choose** instruction.

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

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**SECTION A (Answer all the questions)**

**30 POINTS**

**QUESTION ONE**

- a) Explain the advocacy role in hospitality (10 marks)
- b) Discuss the common elements of successful advocacy campaigns (20 marks)

**SECTION B (Answer only TWO questions)**

**QUESTION TWO**

Compare and contrast advocacy editorial and advertorials (20 marks)

**QUESTION THREE**

- a) Describe the role of an advocate (10 marks)
- b) Highlight the core considerations a lobbyist needs to take into account before embarking on a lobbying plan (10 marks)

#### **QUESTION FOUR**

Digital advocacy is one of the easiest, cheapest and best ways to stay engaged with your supporters. Discuss 5 considerations a hotel needs to take into account in order to effectively engage with this types of advocacy (20 marks)

#### **QUESTION FIVE**

Describe the different types of advocacy (20 Marks)