



TECHNICAL UNIVERSITY OF MOMBASA

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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- Describe the key criteria used for selecting different policy issues (10 marks)
- Discuss various methods useful in overcoming oppositions in advocacy in the hospitality industry (20 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Discuss the advantages and disadvantages that may increase or hinder the legitimacy and effectiveness of working in partnerships (20 marks)

QUESTION THREE

Explain the potential cost elements of advocacy to the advocate (20 marks)

QUESTION FOUR

1. Compare and contrast the following lobbying techniques: (10 marks)
 - a) Direct techniques
 - b) Indirect techniques

2. Highlight one method of effective lobbying and explain how it would be a perfect fit for the Kenyan hospitality industry (10 marks)

QUESTION FIVE

Discuss the draw backs to avoid in advocacy campaigns (10 marks)

Explain the golden rules of direct social media engagement (10 marks)