



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR: DIPLOMA IN SOCIAL WORK COMMUNITY AND DEVELOPMENT

DSW 2102: ADVOCACY AND LOBBYING

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

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

- a) Define the term lobbying? (2 marks)
- b) State the distinction between advocacy and lobbying? (6 marks)
- c) Outline the benefits of partnerships in advocacy? (6 marks)
- d) Elaborate factors for successful partnerships in advocacy (6 marks)
- e) State and explain challenges on policy advocacy and research? (10 marks)

Question TWO

- a) Describe factors that influence the choice of mass media in advocacy? (10 marks)
- b) Outline the elements of advocacy process? (10 marks)

Question THREE

- a) Discuss why lobbying is necessary in social change? (10 marks)
- b) Highlight the role of partnerships in advocacy? (10 marks)

Question FOUR

- a) Highlight the Do's and Don'ts of lobbying? (10 marks)
- b) State and explain factors to consider in lobbying plan? (10 marks)

Question FIVE

- a) Illustrate & elaborate the process you need to follow in advocacy? (20 marks)