



## TECHNICAL UNIVERSITY OF MOMBASA

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School of Humanities and Social Sciences

Social Sciences

**UNIVERSITY EXAMINATION FOR:**  
**BACHELOR OF ARTS IN DEVELOPMENT STUDIES**  
**HDS 103: ADVOCACY AND LOBBYING**  
**SERIES: APRIL 2025**  
**TIME: 2 HOURS**  
**DATE: Pick DateApr 2025**

### 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**

- Why are advocacy programs important? (2 marks).
- Differentiate between system advocacy and self-advocacy. (4 marks).
- Explain five costs that an advocate must be prepared to bear. (10 marks).
- As a lobbyist, explain five reasons that would indicate to you that the time is good to lobby. (10 marks).
- Explain two factors that you would consider in order to make your lobbying effective. (4 marks).

### **Question Two**

It is important to collect information on an issue in order to develop credibility, knowledge, awareness, and build support for action. Explain ten steps you would follow in information collection as an advocate. (20 marks).

### **Question Three**

- Explain eight things a lobbyist does when planning a lobbying campaign. (16 marks).
- Explain the first two typical stages that a consensus process goes through. (4 marks).

### **Question Four**

- Explain five reasons that make research in advocacy important. (10 marks).
- Explain five impacts research does have on advocacy. (10 marks).

### **Question Five**

With regard to public education, explain ten ways of disseminating information that ultimately could stimulate action. (20 marks).