



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:
BACHELOR OF ARTS IN DEVELOPMENT STUDIES

HDS 4103: ADVOCACY AND LOBBYING

SERIES: JULY 2024

TIME: 2 HOURS

DATE: Pick Date Jul 2024

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

- As a disadvantaged member of society, explain the importance of having an advocate. (2 marks).
- Differentiate between citizen advocacy and parent advocacy. (4 marks).
- Explain five requirements that demonstrate vigor of action that is expected in an advocate. (10 marks).
- Explain five reasons that would prompt you to lobby a decision-maker. (10 marks).
- Explain two functions you would perform as a lobbyist. (4 marks).

Question Two

If you were contracted to be a lobbyist, explain ten elements you would consider when carrying out your work. (20 marks).

Question Three

- Lobbying works best when you have a winnable issue. Explain five elements that make an issue compelling, sympathetic, and winnable. (10 marks).
- As a lobbyist, explain five things you would do while preparing a submission about an issue. (10 marks).

Question Four

- Explain five challenges of adopting research findings in advocacy. (10 marks).
- As an advocate, explain five ethical principles of research that would guide you in your work. (10 marks).

Question Five

- Explain five media tools that you could use artfully in presenting an issue to attract media attention. (10 marks).
- Explain five emerging trends seen in advocacy. (10 marks).