



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN COMMUNITY RESOURCE MANAGEMENT

HCM 308: COMMUNITY ADVOCACY AND NETWORKING

DATE: 26/3/2021

TIME: 8.30-10.30 AM

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## INSTRUCTIONS:

- i) *This paper consists of **five** questions.*
- ii) *Answer Question 1 and any other **two** questions.*
- iii) *Question 1=30 marks*
- iv) *Question 2 to 5=20 marks each*

## QUESTION ONE (30 MARKS)

- a) Define Lobbying (2 marks)
- b) Discuss **FIVE (5)** forms of Community advocacy (10 marks)
- c) Write short notes on Legitimacy in advocacy (5 marks)
- d) Highlight **SIX (6)** possible target audiences of an advocacy process (3 marks)
- e) Explain **FIVE (5)** Points to consider when choosing a medium to pass an advocacy message (5 marks)
- f) Analyze how advocacy groups contribute to democracy in the community (5 marks)

## QUESTION TWO (20 MARKS)

Discuss **EIGHT (8)** steps that form the advocacy Planning Cycle. (20 MARKS)

**QUESTION THREE (20 MARKS)**

Imagine you are preparing to carry out an advocacy program in the community which requires funds.

- a) As a resource mobilizer how will you ensure that you are an effective fundraiser (10 marks)
- b) Analyze **FIVE (5)** fundraising methods you would use. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss **SEVEN (7)** benefits of Monitoring and evaluation of advocacy campaigns (10 marks)
- b) Explain **FIVE (5)** steps a community advocator follows in designing monitoring and evaluation framework. (10 marks)

**QUESTION FIVE (20 MARKS)**

You have been invited to a capacity building seminar to enhance organization network.

- a) Discuss the characteristics of an advocacy network (10 marks)
- b) Analyze the importance of an advocacy network (10 marks)