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**

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)