



MACHAKOS UNIVERSITY

University Examinations 2020/2021

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATION

BACHELOR OF SCIENCE (COMMUNITY RESOURCE MANAGEMENT)

HCM 308: COMMUNITY ADVOCANCY AND NETWORKING

DATE: 13/8/2021

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

This paper consists of **five questions**.

Answer Question 1 and any other **two** questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define to differentiate between the following terms (8 marks)
- i) Advocacy
 - ii) Networking
 - iii) Partnership building
 - iv) Collaboration
- b) Identify four (4) main advocacy issues in your community (4 marks)
- c) Identify 4 features of community advocacy (4 marks)
- d) Citing relevant examples, describe four (4) principles of partnership building (8 marks)
- e) Explain three (3) strategies for advocacy (6 marks)

QUESTION TWO (20 MARKS)

- a) Advocacy tools must aim to fulfil certain approaches to advocacy. Discuss five (5) of these advocacy tools (10 marks)
- b) Selecting appropriate media to use for advocacy campaign is very important. Discuss five (5) factors to consider in selecting appropriate media (10 marks)

QUESTION THREE (20 MARKS)

- a) As a newly employed advocate for lobby group in Nairobi, Discuss five (5) advocacy planning steps (10 marks)
- b) Involving those directly affected by an advocacy issue is key for the success of the advocacy project. Discuss why (10 marks)

QUESTION FOUR (20 MARKS)

- a) Advocacy work advocates for involvement of all stakeholders. Citing relevant examples, discuss five categories of advocacy stakeholders. (10 marks)
- b) As 2022 General Election approaches, there is going to have many coalitions' formations. Discuss five (5) steps to following developing an effective coalition. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss 4 factors that are crucial for effective advocacy (12 marks)
- b) Discuss 4 principles of an advocacy campaign (8 marks)