



# MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)

University Examinations 2015/2016

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF HUMANITIES

FIRST SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE  
IN COMMUNITY RESOURCE MANAGEMENT

HCR 312: ADVOCACY AND NETWORKING

Date: 8/8/2016

Time: 11:00 – 1:00 PM

---

## INSTRUCTIONS:

Answer Question One and Other Two Questions

### QUESTION ONE (30 MARKS)

- a) Provide five (5) different definitions of advocacy (5 marks)
- b) Discuss the problems caused by lack of legitimacy in advocacy (5 marks)
- c) Describe the importance of networking in advocacy (5 marks)
- d) Identify five (5) advocacy strategies and explain their usefulness in advocacy (10 marks)
- e) Describe five (5) important steps in developing effective coalitions (5 marks)

### QUESTION TWO

- a) Analyze three (3) different approaches to advocacy outlining the objectives associated with each approach (10 marks)
- b) Analyse five levels of advocacy (10 marks)

### **QUESTION THREE**

- a) Imagine that you are preparing to do advocacy analyze five (5) of your possible advocacy targets issues. (10 marks)
- b) Advocacy objectives should be smart. Discuss: (10 marks)

### **QUESTION FOUR**

Advocacy is about the process of influencing key stakeholders and opinion makers for changes to policies and practices that will work in poor people's favor. In view of the above statement discuss the steps in advocacy planning. (20 marks)

### **QUESTION FIVE**

- a) Discuss the importance of building successful coalitions highlighting benefits. (10 marks)
- b) Citing relevant examples, describe 5 possible advocacy targets (10 marks)