



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN COMMUNITY RESOURCE MANAGEMENT

HCM 308: COMMUNITY ADVOCACY AND NETWORKING

DATE: 10/12/2019

TIME: 11.00-1.00 PM

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 Advocacy (2 marks)
- b) Outline the difference between coalition and partnership (4 marks)
- c) Explain with examples **FIVE (5)** principles of advocacy (10 marks)
- d) Highlight elements of an advocacy objective (5 marks)
- e) Explain attributes of a successful advocacy network (6 marks)
- f) Outline **SIX (6)** common advocacy tools (3 marks)

QUESTION TWO (20 MARKS)

Imagine you are in a community where early marriages have made girls drop from school and get married, As a community advocator explain **EIGHT (8)** steps you would follow in the advocacy process.

QUESTION THREE (20 MARKS)

- a) Imagine you are preparing to do an advocacy in a certain community, highlight **FIVE (5)** issues that may be of concern to that community (10 marks)
- b) Advocacy messages should be effective. Discuss **FIVE (5)** aspects (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss **FIVE (5)** benefits of forming advocacy coalitions (10 marks)
- b) Explain **FIVE (5)** factors that are crucial for effective advocacy (10 marks)

QUESTION FIVE (20 MARKS)

- a) Imagine you are a member of an advocacy network and you are tasked to ensure the growth of the network, explain the steps that will guide your actions. (10 marks)
- b) Discuss **EIGHT (8)** characteristics of effective communication in a network (10 marks)