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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN COMMUNITY DEVELOPMENT AND SOCIAL WORK**  
**DDS 206 – ADVOCACY AND LOBBYING**

Date: 12<sup>TH</sup> APRIL, 2023  
Time: 2:30PM- 4:30PM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

Faulu Non- Governmental Organization based in Nairobi has several thematic areas. One of the pillars of the organization is policy advocacy and lobbying. The organization targets women and youth on matters of gender inclusivity, empowerment, and climate change. Of late gender issues have hit the media headlines on human rights violations. The organization leadership has decided to use different approaches for advocacy and lobbying in awareness raising in making the women and youth issues heard. As part of the engagement, research activities will be carried out to inform the policy documents.

- a) Define the following terms:
  - i) Advocacy (2 Marks)
  - ii) Lobbying. (2 Marks)
  - iii) Awareness-raising. (2 Marks)
- b) Describe with examples the Importance of building consensus from stakeholders by Faulu NGO. (6 Marks)
- c) Explain types of lobbying approaches that Faulu NGO will use in the course of their work. (6 Marks)
- d) Faulu NGO may consider some factors influencing the choice of mass media in advocacy in representing the issues on media. (6 Marks)
- e) Highlight ways Faulu can adopt to ensure gender inclusivity (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) There are different types of advocacy. State and explain any 6 different types of advocacy in existence. (6 Marks)
- b) Describes the challenges of advocacy in Kenya (8 Marks)
- c) Building consensus among stakeholders is an important part in advocacy and lobbying. Describe Importance of building consensus in advocacy. (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) State and explain the two types of lobbying (4 Marks)
- b) With relevant examples explain the role of advocacy in social development of Kenya (8 Marks)
- c) Partnership is a critical component in advocacy. Discuss the role of partnership in advocacy (8 Marks)

#### **QUESTION FOUR (20 MARKS)**

- a) For a successful lobby to occur, effective plans need to be put in place. Explain the factors you will consider in the lobbying plans (5 Marks)
- b) In Kenya, the rights of the people are enshrined in the Bill of rights and they are established in the constitution. State any 7 human rights in the Kenyan constitution. (7 Marks)
- c) Explain any 5 “Dos” of advocacy is selling the right agenda to policy makers (5 Marks)
- d) With relevant examples state any 3 issues that are currently in the forefront of advocacy and lobbying in Kenya today. (3 Marks)

#### **QUESTION FIVE (20 MARKS)**

- a) State With examples the features of lobbying (8 Marks)
- b) Describe the role of mass media in advocacy (6 Marks)
- c) Research forms an important part in advocacy. State and explain the different types of policy research papers. (6 Marks)