



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL
SCIENCES

DEPARTMENT OF HUMANITIES

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
JOURNALISM AND DIGITAL MEDIA

CLM 403 – LOBBYING AND ADVOCACY

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Highlight four roles of lobbying in social change in Kenya. (4 marks)
- b) Outline four functions of advocacy in the context of Murang'a University. (4 marks)
- c) Justify five reasons why advocacy is different from lobbying in Kenyan context. (10 marks)
- d) Describe six steps you can involve in designing a campaign strategy plan for an issue at Murang'a University. (12 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Evaluate five advocacy issues you can pursue within Murang'a University. (10 marks)
- b) Using five steps, demonstrate the process of advocacy for one issue identification above in (a). (10 marks)

QUESTION THREE (20 MARKS)

- a) Elaborate on five roles of media in advocacy in Kenya. (10 marks)
- b) Examine five factors that would influence your choice of a media platform for advocacy issue like sexual minorities in Kenya. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Analyse five roles of research in lobbying and advocacy. (10 marks)
- b) Assess five ethical issues involved in lobbying and advocacy processes in Kenya. (10 marks)