



EAST

**FINAL EXAMINATIONS
SCHOOL OF EDUCATION AND SOCIAL SCIENCES**

FIRST SEMESTER, 2025/2026 ACADEMIC YEAR

EXAMINATION FOR THE DIPLOMA

DCD 124: ADVOCACY AND LOBBYING

TIME: 2 HOURS

EXAMINATION SESSION: NOVEMBER 2025

YEAR: 2025

DAY:

DATE:

INSTRUCTIONS:

1. Attempt ALL the questions in **Section A**
 2. Attempt any **Two** questions in **Section B**
 3. The entire exam is worth sixty (40) marks.
 4. Write **ONLY** on the space provided on the answer sheet or as otherwise instructed.
 5. Where necessary Show your working clearly.
 6. Do **NOT** attempt to access any library, online (audio, video, digital or electronic) or paper based (written), sources for your answers unless this is clearly advised in the Question.
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SECTION A: ANSWER ALL QUESTIONS

QUESTION ONE (20 Marks)

1. a). Using at least FIVE examples to Judge the relevance of advocacy in addressing contemporary social issues in your community (10 Marks).
- b). Use FIVE ways to Compare the effectiveness of print and digital media in advocacy communication (5 Marks).
- c). Assess FIVE roles of journalists in advancing human rights advocacy (5 Marks).

SECTION B: ANSWER ANY TWO QUESTIONS

- 2 a). Using FIVE ways, Evaluate the reliability of policy research sources used in advocacy (5 Marks).
- b). Examine FIVE challenges of sustaining partnerships in advocacy networks (5 Marks).
- 3 a). Evaluate in THREE ways how collaboration enhances advocacy effectiveness (6 Marks).
- b). Assess FOUR strengths and weaknesses of coalition-based advocacy (4 Marks).
- 4 a). Develop a lobbying plan targeting a specific government policy (6 Marks).
- b). Propose FOUR innovative lobbying techniques for modern political contexts (4 Marks).
- 5 a). Analyze in FIVE ways how digital transformation has influenced advocacy and lobbying (5 Marks).
- b). Examine FIVE emerging global trends shaping advocacy in the 21st century (5 Marks).