



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE PUBLIC
HEALTH / COMMUNITY HEALTH AND DEVELOPMENT
4TH YEAR 2ND SEMESTER 2022/2023 ACADEMIC YEAR
KISUMU CAMPUS

COURSE CODE: HCB 2406

COURSE TITLE: ADVOCACY AND COMMUNITY MOBILIZATION

EXAM VENUE:

STREAM: (BSc. Comm Hlth & Dev)

DATE:

EXAM SESSION: DECEMBER 2022

TIME: 2.00 HOURS

Instructions:

**Answer all the questions in Section A and ANY other 2 questions in Section B.
Candidates are advised not to write on the question paper.**

**Candidates must hand in their answer booklets to the invigilator while in the
examination room.**

SECTION A (30 Marks): Answer ALL questions

1. Define the term Advocacy(2 marks).
2. Explain social change communication (2 marks)
3. Explain role of Advocacy in social change (3 marks).
4. Outline rationale for community mobilization (4 marks)
5. Outline importance of Advocacy (3 marks).
6. Highlight importance of community mobilization (4 marks).
7. Describe Mass Media Advocacy (4 marks).
8. State best practices in Information, Education and Communication (IEC) as strategies for social change (3 marks).
9. . Highlight Advocacy issues in society (3 marks).
10. Highlight principles of Advocacy (3 marks).

SECTION B (40 Marks): Answer question ONE (1) and any OTHER question

1. (a) Explain similarities of Advocacy and IEC (8 marks).
(b) Describe steps to good advocacy (12 marks).

12. (a) Explain role of Mass Media Advocacy (12 marks).
(b) Discuss factors governing choice of Media for Advocacy (8 marks).

13. (a) Explain challenges in community mobilization (8 marks)
(b) Describe Organization Development Committee in the following format
 - i. Purpose
 - ii. Functions
 - iii. Membership (12 marks).

14. . (a) By describing and example, explain Behavior Change Communication (8 marks)
(b) Describe steps in community mobilization (12 marks).