JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
COMMUNITY HEALTH AND DEVELOPMENT
4TH YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR
KISII CAMPUS.

COURSE CODE: HCD 3424
COURSE TITLE: ADVOCACY AND COMMUNITY MOBILIZATION
EXAM VENUE: STREAM: BSc Public/Comm. Hlth & Dev
DATE: EXAM SESSION:
TIME: 2.00 HOURS

Instructions:
1. Answer all the questions in Section A and 2 questions in Section B.
2. Candidates are advised not to write on the question paper.
3. Candidates must hand in their answer booklets to the invigilator while in the examination room.
SECTION ‘A’ (40 marks) Answer all questions in this section

1. Explain the characteristics of developed community [4mrks]
2. Outline the reasons for community advocacy and mobilization[4mrks]
3. Explain the challenges you would encounter when mobilizing a community [4mrks]
4. You have been identified by your county director of health to give a talk on community advocacy and mobilization, explain the steps you would follow [4mrks]
5. Explain the role of mass-media in community mobilisation(4mks)

6. Explain the differences between lobbying and advocacy(4mks)

7. Explain two factors to be considered when entering a community (4mks)

8. Explain the choice of media in community advocacy and mobilisation (4mks)

9. Explain the role of youth groups in community advocacy and mobilization (4mks)

SECTION ‘B’ (30MKS) Answer two questions in this section

11. Discuss two strategies you would employ in community advocacy and community mobilization (15mks)

12. Advocacy, Lobbying, Coalition building and public engagement are key in successful community mobilisation. Discuss(15mks)

12. Discuss the importance of conducting a public engagement campaign before any community project is initiated (15mks)