



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]
- 6 Explain the role of mass- media in community mobilisation(4mks)

- 7 Explain the differences between lobbying and advocacy(4mks)

- 8 Explain two factors to be considered when entering a community (4mks)

- 9 Explain the choice of media in community advocacy and mobilisation (4mks)

- 10 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)