



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF HEALTH SCIENCES

**UNIVERSITY EXAMINATION FOR THE BACHELOR IN COMMUNITY HEALTH
AND DEVELOPMENT AND PUBLIC HEALTH**

2nd & 4th YEAR 2nd SEMESTER 2018/2019 ACADEMIC YEAR

NAIROBI LERNING CENTRE

UNIT CODE: HCD 3424

UNIT TITLE: ADVOCACY AND COMMUNITY MOBILIZATION

EXAM VENUE: 9TH FLOOR

DATE: 18/ 12/2018

TIME: 2HOURS

EXAM SESSION: 9am – 11am

INSTRUCTIONS

- 1. Answer question ONE is (compulsory) and ANY other TWO questions.**
- 2. Candidates are advised not write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

SECTION A

1. Briefly define the following terms as used in advocacy
 - a) Advocacy (2mks)
 - b) Policy (2mks)
 - c) Information Education Communication (2mks)
 - d) Lobbying (2mks)
 - e) Campaign (2mks)
 - f) Mass media (2mks)

2. Name any four elements of advocacy message (4mks)
3. Mention any three level of policy (3mks)
4. Briefly state four rationales for community participation in advocacy (4mks)
5. State seven steps to social mobilization process (7mks)

SECTION B: Answer any two questions

1. Communication is an important tool in advocacy and community mobilization. Discuss. (20mks)
2. Describe in detail social mobilization campaigns. How did they change come about? (20mks)
3. Mass media is a tool in advocacy and community mobilization. Discuss the merits and demerits. (20mks)