



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY.
UNIVERSITY EXAMINATIONS FOR BACHELOR OF SCIENCE IN
COMMUNITY HEALTH AND DEVELOPMENT.
4TH YEAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR
KISUMU CAMPUS**

COURSE CODE: HCB 2406

COURSE TITLE: ADVOCACY AND COMMUNITY MOBILIZATION

EXAM VENUE:

STREAM: (BSc Comm Hlth & Dev)

DATE:

EXAM SESSION:

TIME:

TIME ALLOWED: 2.00 HOURS

Instructions:

- 1. Answer all questions in Section A and ANY other TWO 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: (30 Marks). Answer **ALL** questions.

1. Explain advocacy (3 marks).
2. Highlight major areas of advocacy work (3 marks).
3. Describe principles of advocacy (3 marks).
4. Explain importance of advocacy (2 marks).
5. Distinguish differences between advocacy and Information, Education and Communication (IEC) in terms of their goals (4 marks).
6. Explain aim of behaviour change communication (2 marks).
7. Highlight factors influencing advocacy (3 marks).
8. Describe factors governing choice of mass media in advocacy (2 marks).
9. Explain community mobilization (2 marks).
10. Highlight challenges of community mobilization (3 marks).
11. Describe indicators for measuring successes or failures of community mobilization program (3 marks).

SECTION B (40 Marks). Answer question **ONE** and one other question.

12. (a) Discuss steps in community engagement and mobilization (12 marks).
- (b) Explain role of mass media in advocacy (8 marks).
- 13.(a) Discuss survival skills for advocates (12 marks)
- (b) Explain why it is important to invest in community mobilization (8 marks).

13. (a) The following factors are important for effective advocacy:
 - i. The rightness of the issue
 - ii. The skills in using advocacy tools available
 - iii. The power of the advocates. Explain each one of them (12 marks).
- (b) Discuss the lessons learned in the use of information, education and communication (IEC) in advocacy (8 marks).

- 14, (a) Describe steps to good advocacy (12 marks).
- (b) Research is an important strategy in advocacy. Explain the data sources (8 marks).