



**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF  
ARTS IN COMMUNITY DEVELOPMENT AND SOCIAL PROTECTION**

**MAY-AUGUST 2025 TRIMESTER**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: COMMUNITY DEVELOPMENT**

**COURSE CODE: MCS 508**

**COURSE TITLE: COMMUNITY ADVOCACY & NETWORKING**

**EXAM DATE: .....**

**TIME.....**

**Instructions:**

Answer any **TWO QUESTIONS**.

Each question is 20 marks. \*Support your answers with relevant examples.

## QUESTION ONE

**Read the case below and answer question one.**

“In Kenya in the late 1980s, a legal rights group launched a campaign against family violence. They placed posters throughout Nairobi asking people to denounce this crime. They were overwhelmed by women calling for help and were not able to meet the demand. The campaign seemed to provoke more family conflict when women spoke out”.

- a) Describe **FIVE** steps towards effective advocacy overlooked in the case. (10 Marks)
- b) From the case, explain **FIVE** evident roles key in effective participatory advocacy.

(10Marks)

## QUESTION TWO

- a) Critique with **FIVE** components, the online advocacy strategy currently witnessed around the globe. (10Marks)
- b) Using an example of your choice, explain **FIVE** ways you can use can to influence public policy development as a community advocate. (10Marks)

## QUESTION THREE

**Read the quote below to answer the questions that follow.**

“Coalitions in Nairobi and Bungoma Counties in Kenya have adopted and used Political Economy Analysis (PEA) in their advocacy activities to influence reproductive, maternal, newborn, child and adolescent health (RMNCAH) decisions. PEA helps to avoid confrontational approaches to government officials, leading to openness in transacting government business. When evidence is used and linked to the interests of the political class, positive change can be realized. PEA brings out the context in which civil society organizations (CSOs) operate. It accelerates local advocacy, links local priorities to the politics and helps coalitions to navigate emerging contextual issues, including politics, decision-maker changes and adjustments resulting from a crisis”.

Using relevant examples from the above quote:

- a) Discuss **FIVE** advantages of working in coalitions in advocacy. (10 Marks)
- b) Discuss **FIVE** possible obstacles towards a successful implementation of an advocacy plan. (10 Marks).

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### **MARKING SCHEME**

#### **Instructions to students:**

Answer any **TWO QUESTIONS**.

**Each question is 20 marks. \*Support your answers with relevant examples.**

#### **QUESTION ONE**

**Read the case below and answer question one.**

“In Kenya in the late 1980s, a legal rights group launched a campaign against family violence. They placed posters throughout Nairobi asking people to denounce this crime. They were overwhelmed by women calling for help and were not able to meet the demand. The campaign seemed to provoke more family conflict when women spoke out”.

c) Describe **FIVE** steps towards effective advocacy overlooked in the case. (10 Marks)

- *Identifying the issue: Monitoring-follow and analyze the developments related to the issues relevant to your work. What are the possible causes? What are the possible consequences? What are the barriers? What is the history of the issue? The But-Why technique-identify underlying reasons or root causes that affect an issue.*
- *Setting objectives: What you want to achieve over the long term and the changes you wish to see happening – or goal(s); The intermediary steps that need to happen to contribute to the achievement of your goal(s)- or objectives.*
- *Identifying targets: Who are the decision-makers (individuals/institutions) with the power to bring about the change you seek? (advocacy targets). Who are the people, organizations or institutions (e.g. media, NGOs, think-tanks, private sector companies, etc who exert influence on the advocacy targets? (influential). Who supports the change you seek? Who opposes it? Who are the undecided?*
- *Key messages and recommendations: Brainstorm and write down everything you want to say about your main issue.*
- *Consider partnerships: Identify your partners, opportunities, risks and how to mitigate risks.*
- *Develop an action plan.*

*Any 5 points well explained x2= 10 marks*

d) From the case, explain **FIVE** evident roles key in effective participatory advocacy.

(10Marks)

- *Representation of specific ideas or issues under consideration.*
- *Identification of stakeholder groups and their values and interests.*
- *Identification of potential allies and building alliances.*
- *Identification of relevant policies and decision making channels.*
- *Collecting and providing information concerning the position on the issue.*
- *Reasoning, influencing, lobbying, pushing and persuading decision makers and other stakeholder groups.*
- *Creating a common understanding among stakeholders concerning an issue.*
- *Organizing and attending meetings with stakeholder groups.*
- *Negotiating actions with stakeholders on the basis of common understanding on the problem.*

*Any 5 well explained points x2= 10 marks*

## QUESTION TWO

- c) Critique with **FIVE** components, the online advocacy strategy currently witnessed around the globe. (10Marks)

- *Defining/clarifying the objectives.*
- *The influence of power Analysis.*
- *Organizational and thematic analysis.*
- *Definition of strategies and action plans.*
- *Advocacy Coordination groups*
- *Implementing the advocacy plan.*
- *Evaluation and documentation of the advocacy*

*Any 5 points x1 explained with relevant examples x1 = 10 Marks*

- d) Using an example of your choice, explain **FIVE** ways you can use can to influence public policy development as a community advocate. (10Marks)

- *Agenda-Setting – getting an issue/problem on the policy agenda*
- *Formulation and Enactment – developing a policy that responds to the issue and getting it passed by the relevant agency or branch of government.*
- *Implementation and Enforcement – putting the policy into action and enforcing when necessary*
- *Monitoring and Evaluation – monitoring and assessing the policy's application and impact.*
- *Identify the way forward and draw up recommendations- Find out the gaps, other consequences or by-products of the policy, e.g. negative or positive effects of the policy on certain sections of the community.*

*Any 5 points well explained x2 = 10 marks.*

### QUESTION THREE

**Read the quote below to answer the questions that follow.**

“Coalitions in Nairobi and Bungoma Counties in Kenya have adopted and used Political Economy Analysis (PEA) in their advocacy activities to influence reproductive, maternal, newborn, child and adolescent health (RMNCAH) decisions. PEA helps to avoid confrontational approaches to government officials, leading to openness in transacting government business. When evidence is used and linked to the interests of the political class, positive change can be realized. PEA brings out the context in which civil society organizations (CSOs) operate. It accelerates local advocacy, links local priorities to the politics and helps coalitions to navigate emerging contextual issues, including politics, decision-maker changes and adjustments resulting from a crisis”.

Using relevant examples from the above quote:

c) Discuss **FIVE** advantages of working in coalitions in advocacy (10 Marks)

- *Enlarges your base of support; you can win together what you cannot win alone.*
- *Provides safety for advocacy efforts and protection for members who may not be able to take action alone.*
- *Magnifies existing resources by pooling them together and by delegating work to others in the coalition.*
- *Increases financial and programmatic resources for an advocacy campaign.*
- *Enhances the credibility and influence of an advocacy campaign, as well as that of individual coalition members.*
- *Helps develop new leadership.*
- *Assists in individual and organizational networking.*
- *Broadens the scope of your work.*

*Any 5 points well explained x2 = 10 marks*

d) Discuss **FIVE** possible obstacles towards a successful implementation of an advocacy plan (10 Marks).

- *Weaknesses in capacity to dialogue with government due to lack of skills and strategies to deal with it.*
- *Lack of vision.*
- *Insufficient resources (human, equipment, time, finances, etc.)*
- *Lack of access to funds to support advocacy and networking activities*
- *Lack of existing data on issues.*
- *Oversensitivity regarding what to discuss and what to leave out*
- *Donors sometimes impose their areas of interest or will not support certain programs of action*

- *Lack of existing structures such as intergovernmental co-operation bodies, regional institutions, sectoral forums to share information*
- *Lack of laws governing advocacy sector which affects their credibility.*
- *Political motivations of some organizations in advocacy.*
- *Manipulation of the issue and advocacy organizations by opposition parties.*

*Any 5 points well explained x2 = 10 marks.*