



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT**

MAY-AUGUST 2023 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: CDC 220

COURSE TITLE: ADVOCACY POWER AND POLITICS

EXAM DATE:

DURATION: 3 HOURS

TIME:

INSTRUCTIONS

➤ Read the instructions and questions carefully before you write the answers.

➤ **Answer any TWO questions**

➤ *ALL PAC University's examination rules and regulations apply*

Question one

- a) Explain any five ways of convincing opposers' who are against an advocacy campaign (10 marks)
- b) Describe using relevant examples any five characteristics of effective advocacy messages. (10 marks)

Question two

You are implementing a youth advocacy program on HIV and AIDS sensitization and awareness.

- a) Citing relevant examples discuss five factors to consider when selecting a medium of communication for youth advocacy. (10 marks)
- b) Discuss any five considerations that the youth advocacy should bear in mind when identifying a financial donor /sponsor. (10 marks)

Question three

The National Gender Equality Commission has hired you as their Advocacy officer for their program on Gender Based Violence (GBV).

- a) Identify five objectives for the advocacy and explain its importance. (10 mark)
- b) Discuss any challenges you are likely to experience while implementing the GBV advocacy program (10 marks)