



**PAN AFRICAN CHRISTIAN UNIVERSITY
UNIVERSITY EXAMINATIONS 2025/2026**

**FIRST TRIMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT**

CDC 220: ADVOCACY POWER & POLITICS (ONLINE)

Instructions:

Answer Question One and any Two Questions in Section B. Each Question Carries 20 marks each

Section A. Question one Compulsory

Following last year's and this year's Gen Z advocacy protest against social injustice, corruption and demand for government accountability.

- a) Highlight any two tag lines used by Gen Z protests that described what they stand for (2 marks)
- b) Discuss the effectiveness of any two mediums of communication they have used in the planning and actualization of the protests. (4 marks)
- c) Discuss 3 advantages and 3 disadvantages of the above mediums of communication (6 marks)
- d) Discuss any four advocacy barriers that have been encountered by the Gen Z protests (8 marks)

Section B. Answer any Two questions; Each Question carries 20 marks each

Question two

Reflecting on the Beyond Zero advocacy campaign initiated by the former first lady her Excellency Margret Kenyatta.

- a) In your opinion analyse why it succeeded or failed in terms of strategy, stakeholder engagement, framing, power dynamics, and sustainability. (15 marks)
- b) Identify five essential skills in community development advocacy. (5 marks)

Question three

- a) Citing relevant examples discuss five reasons why it is important for an advocacy officer to be knowledgeable on the issue they are advocating for. (10 marks)
- b) As an advocate against early marriages and teenage pregnancy, explain five ways that will help measure the impact of your advocacy efforts to ensure you are making a difference in the community. (10 marks)

Question Four

Uwezo Organization wants to apply for a major grant but is worried that accepting the grant from donor X will limit its future advocacy independence.

- a) Describe any five factors that Uwezo Organization would need to consider when selecting funding /donors that supports their advocacy without compromising their mission. (10 marks)
- b) Explain any other five techniques Uwezo can explore to raise funds for its advocacy activities. (10 marks)