

FINAL EXAMINATION

ATTEMPT ALL THE QUESTIONS FROM SECTION A AND ANY TWO FROM SECTION B

SECTION A

1. What do you understand by the following terms? - **(10 Marks)**
 - a. Advocacy
 - b. Campaigns
 - c. Impact Assessment
 - d. Lobbying
 - e. Petitions

2. Briefly explain the five major types of advocacy **(10 Marks)**

3. Briefly explain five key elements of advocacy. **(10 Marks)**

4. Discuss any two factors necessary for advocacy planning, stating how advocacy planning differs from other types of planning **(10 Marks)**

5. A PESTLE analysis offers a framework for examining the external environment and trends that may affect advocacy. Having drawn up a list of the PESTLE factors, briefly discuss them expanding what PESTLE analysis is. **(20 Marks)**

SECTION B

6.
 - a. State five importance of participation in advocacy planning **(10 Marks)**
 - b. What is the difference between monitoring and evaluation? **(10 Marks)**

7. Briefly discuss five factors which will influence whether an alliance will be successful stating five pros and cons of any alliance **(20 Marks)**

8.
 - a. Why is constituency building critical for advocacy? **(10 Marks)**

 - b. State five reasons to form a successful coalition between groups **(10 Marks)**