



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR ARTS IN COMMUNITY
DEVELOPMENT**

**COURSE CODE: CMD 3223
COURSE TITLE: ADVOCAY FOR INSTITUTIONAL
CHANGE**

DATE: 18TH APRIL 2019

TIME: 2.30- 4.30PM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

SECTION A (COMPULSORY)

Q1. “The complexity of policy and advocacy processes makes it extremely difficult to predict or measure the outcomes of policy and advocacy”. Discuss this statement outlining the frameworks that breakdown this complexity to practical approaches in monitoring and evaluation

(20 marks)

b) Discuss the reasons for identifying and involving opponents and allies in an advocacy exercise

(10 marks)

SECTION B (ANSWER ANY TWO QUESTIONS)

Q2. Using illustrations discuss how planning for advocacy is done at the grass-root levels

(20 marks)

Q3. “Gradual transformation is important in institutional change”. Discuss the difference between displacement and layering as modes of institutional change

(20 marks)

Q4. Discuss citizen advocacy outlining the components of a comprehensive plan of citizen advocacy and ensuring its success

(20 marks)

Q5. a) Write short notes on the following concepts

i. Institutional change and organizational change **(5 marks)**

ii. Difference between group and peer advocacy **(5 marks)**

b) Discuss the components of a successful advocacy process and its appropriateness **(10 marks)**

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