



**AMREF INTERNATIONAL UNIVERSITY**  
**SCHOOL OF PUBLIC HEALTH**  
**DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT**  
**BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND**  
**DEVELOPMENT**  
**END OF SEMESTER EXAMINATION MAY-AUGUST 2025**  
**HMD 311 – COMMUNICATION AND ADVOCACY IN HEALTH**

**TIME:** Two Hours

**Date :** **4 August 2025**

**TIME :** Two (2) Hours      Start: 4:30 pm      End: 6:30 pm

**INSTRUCTIONS TO CANDIDATES**

- 1) This exam is out of 70 marks
- 2) Section A is compulsory with a Total of 30 Marks
- 3) Answer any TWO (2) questions in Section B with a Total of 40 marks

*Read carefully the additional instructions preceding each section.*

**SECTION A: SHORT ANSWER QUESTIONS – ANSWER ALL QUESTIONS IN THIS SECTION – (30 Marks)**

**QUESTION ONE**

- i. Explain the meaning of any **four Cs of Communication**. (4 Marks)
- ii. With an example, highlight the meaning of **Grassroots Lobbying**. (2 Marks)
- iii. Outline any **four Principles of Advocacy** (4 Marks)

**QUESTION TWO**

- i. Explain the **three Internal benefits of Effective Communication** (3 Marks)
- ii. Highlight **four components of Resource Mobilization**. (4 Marks)
- iii. Explain the **three types of Lobbying**. (3 Marks)

**QUESTION THREE**

- i. Explain **three Steps in Social Mobilization** (3 Marks)
- ii. With relevant examples, discuss any **four Digital Advocacy Tools**. (4 Marks)
- iii. Outline **three Barriers to effective Communication** in Health (3 Marks)

**SECTION B - ANSWER ANY TWO (2) QUESTIONS (40 Marks)**

**QUESTION FOUR**

- i. Explain the **Five Factors** to be taken into account in **developing an Advocacy Strategy**. (10 Marks)
- ii. Discuss each of the **7 Cs of Communication**. (10 Marks)

### QUESTION FIVE

- i. Describe **five Steps of the Advocacy Processes** in Health (10 Marks)
  
- ii. Discuss **five Communication Channels and their Uses.** (10 Marks)

### QUESTION SIX

- i. Discuss **five common obstacles that hinder long-term community health development projects:** (10 Marks)
  
- ii. Describe **five reasons why you believe Advocacy is important in health care delivery.** (10 Marks)

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