

Index Number..... Signature..... Date.....



DEPARTMENT OF PLANNING AND DEVELOPMENT  
FACULTY OF HUMANITIES  
CHRISTIAN SERVICE UNIVERSITY COLLEGE

BACHELOR OF ARTS IN PLANNING AND SOCIAL DEVELOPMENT  
END OF SECOND SEMESTER EXAMINATIONS – 2021/22 ACADEMIC YEAR

Level 400

DPSD 402: SOCIAL ADVOCACY THEORIES AND METHODS

MAY/ JUNE 2022

60 Marks

Time Allowed: 2 Hrs. 30 mins

GENERAL INSTRUCTION TO CANDIDATES:

- Answer ANY three questions
- Present all in essay form in the Answer Booklet provided
- Marks will be awarded for clarity of expression and grammar
- Write your index number on top of the question paper

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Question 1

- a) What is meant by Advocacy? 4 Marks
- b) Describe three (3) Principles or Elements of Advocacy. 6 Marks
- c) List Four (4) Goals of Advocacy? 4 Marks
- d) Briefly describe Six (6) Characteristics of an effective Advocacy 6 Marks

Question 2. Every successful Advocacy goes through a process. Discuss the process of ;

- a) Defining the goals 10 Marks
- b) Framing and carrying the message 10 Marks

Question 3. “Galamsey” is one of the menace that has caught the attention of almost every Ghanaian these days. Discuss in details how you would develop an Advocacy Strategy to reduce the activities of “Galamsey” in Ghana. 20 Marks

Question 4. Issues of Human Rights have attracted a lot of attention of social Advocacy. Describe in details, the following Three (3) types of Advocacy using Human Right Issues as an example;

- i. Public Education Advocacy (10 Marks)
- ii. Government Focused Advocacy (5 Marks)
- iii. Advocacy Targeting Businesses (5 Marks) 20 Marks

Question 5. Write to explain what shareholder Advocacy is about with emphasis on;

- i. Proposals to Management
- ii. Voting, and
- iii. Shareholder Resolutions

20Marks