



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION STUDIES
(HOMABAY CAMPUS)**

**ACM 807: PUBLIC POLICY AND ADVOCACY
COMMUNICATION**

Date: 4th May, 2012

Time: 2.00 – 5.00 p.m.

HOMA BAY LEARNING CENTRE

Masters

1st year 2nd semester

ACM 807: PUBLIC POLICY AND ADVOCACY COMMUNICATION

INSTRUCTION

Answer question ONE and any other three questions

1. Discuss the utility of the Garbage Can Model in the formulation of public policy in developing countries.(30marks)
2. Kenya has consistently produced sound public policies, but it has rarely implemented them successfully. Discuss.(15marks)
3. Explain the significance of communication in the public policy cycle.(15marks)
4. Compare and contrast government communication in developed and developing countries.(15marks)
5. What can Kenya learn from the organization and process of government communication in the United Kingdom?