



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

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**JANUARY – APRIL 2017 TRIMESTER**

**CENTRE FOR SOCIAL JUSTICE AND ETHICS**

**DIPLOMA IN GOVERNANCE LEADERSHIP IN ELECTIONS**

**REGULAR PROGRAMME**

**GLE 200: CAMPAIGN AND CAMPAIGN MANAGEMENT**

**Date: APRIL 2017**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) Describe the components of research in Campaigns. **(15 marks)**  
b) Demonstrate the various elements of setting a Campaign Goal. **(15 marks)**
- Q2. a) Explain the Criterion to be met for a campaign message to be considered strong. **(10 marks)**  
b) Describe any five voter contact activities. **(10 marks)**
- Q3. Demonstrate the ideal working relationship between and among the candidate, the campaign manager and volunteers. **(20 marks)**
- Q4. Analyze **any three** legal frameworks in Kenya with specific reference to campaign and campaign activities in Kenya **(20 Marks)**

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