



ZCAS University

**SMS 5111: PLANNING AND MONITORING EVALUATION SYSTEM  
COMMUNICATION AND ADVOCACY IN MONITORING AND EVALUATION**

**FINAL EXAMINATION**

4 JUNE 2024

16.30 HOURS

**INSTRUCTIONS:**

1. Section A: Question **One** (1) is **compulsory**.
2. Sections B: Answer **Two** (2) questions from this section.
3. This examination paper carries a total of **100 marks**.

## SECTION A

### Question 1.

In September 2019, the Government of Zambia implemented a ban on single use plastics. Many cost-benefit analyses have been conducted on the impacts of plastics on the environment. Negative externalities associated with plastic drinking straws, single use plastic bags and even disposable plastic utensils are extensive, clogging the cities and waterways, rivers leading to environmental damage and pollution.

This issue has been in the forefront of the social sphere over the past 20 years in Zambia. As consumer preferences successfully shifted away from single use plastics bags, all single use plastics were subsequently banned in Lusaka. The government did not take a formal cost-benefit approach to this decision. Instead, the government likely weighed up implicit costs and benefits in the decision to ban single use plastics and did not conduct consultation with the general public.

Therefore, as no formal Cost Benefit Analysis (CBA) was conducted, there may be costs and benefits that were not considered. For example, glass bottles are much heavier than plastic which can mean the transportation to be exorbitant. Alternatively, paper bags are biodegradable, and can be made from renewable sources of trees. However, paper bags require more resources in the production compared to plastic bags, and are more difficult to re-use. The impact of increased use of glass or paper bags were not formally evaluated as part of the policy. Consideration of policies to encourage the reuse and appropriate recycling could be potentially more effective.

In relation to the excerpt above:

- (a) Explain in detail the concept of Cost Benefit Analysis (15 marks)
- (b) The Purpose of Cost Benefit Analysis in the Private and Public Sector (15 marks)
- (c) An *ex-ante* Cost-Benefit Analysis and *ex-post* Cost-Benefit Analysis (10 marks)
- (d) Outline key steps in Cost Benefit Analysis (10 marks).

## SECTION B

### Question 2.

Monitoring, Evaluation, Accountability and Learning (MEAL), is essential for ensuring that organisations are delivering programs that are evidence-based, effective, sustainable, and that they are accountable to their stakeholders. MEAL provides a structured approach to program management, allowing organizations to identify successes, challenges, and areas for improvement,

and to use data and feedback to make informed decisions about program design, implementation, and resource allocation.

You have been hired by ZCAS University to develop a MEAL system. Therefore, make a presentation to the Vice Chancellor on the following:

- (a) the steps that ZCAS university should consider to develop and implement a MEAL system; (10 marks) and
- (b) describe key steps and considerations for data collection and analysis in the MEAL framework (15 marks).

### **Question 3.**

Many different tools and methodologies can be used to support advocacy work. Some are designed specifically for monitoring and evaluation (M&E) purposes. Others are designed to support the planning and management of advocacy interventions for M&E purposes. Describe various tools which are used to support advocacy work. (25 marks)

### **Question 4**

Evaluations involve identifying and reflecting upon the effects of what has been done, and judging their worth. Their findings allow project/programme implementers, beneficiaries, partners, donors and other project/programme stakeholders to learn from the experience and improve future interventions. Outline and discuss **four** evaluation types which are used in participatory approaches and advocacies (25 Marks)

**END OF THE EXAMINATIONS**