



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN COMMUNITY DEVELOPMENT AND COUNSELLING

BCD 2211: FUNDRAISING AND PROJECT RESOURCE MOBILIZATION.

END OF SEMESTER EXAMINATION

SERIES: MAY 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Highlight the emerging trends in resource mobilization and fundraising? (8 marks)
- b) Give the guidelines required to be followed in resource mobilization? (10 marks)
- c) Give the meanings;
 - Philanthropy (1 mark)
 - Donor psychology (1 mark)
- d) Fundraising is the process of securing financial resources to implement a project, give the sources of funds for fundraising process? (10 marks)

Question TWO

- a) Highlight some of the donor fears that can be hindrance to them giving support? (5 marks)

- b) Identify the types of fundraising? (10 marks)
- c) Clearly outline the type of resources in resource mobilization? (5 marks)

Question THREE

- a) State and explain 5 types of donors? (10 marks)
- b) Building partnerships for resource mobilization is of good significance explain why? (10 marks)

Question FOUR

- a) Briefly explain the reasons why financial management is important? (8 marks)
- b) List and explain the challenges encountered the drive for fundraising? (7 marks)
- c) A good resource mobiliser should have various qualities, list and explain these attributes? (5 marks)

Question FIVE

- a) Discuss the steps involved in the resource mobilization process? (10 marks)
- b) Discuss the steps involved in the fundraising process? (10 marks)