



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) Identify the strategies applied to win donor support? (7 marks)
- b) Explain the following terms;
- Donor (1 mark)
 - Fundraising (1 mark)
 - Resource mobilization (1 mark)
- c) State and explain five types of donors? (10 marks)
- d) Outline the role of media in fundraising and resource mobilization? (5 marks)
- e) Clearly explain the types of resources in mobilization? (5 marks)

Question TWO

- a) Explain in details the fundraising approaches that can be used? (10 marks)
- b) Explain the challenges encountered in fundraising? (10 marks)

Question THREE

- a) Discuss the sources of funds that assist in the undertaking of the fundraising process? (10 marks)
- b) Discuss some of the general guidelines for fundraising? (10 marks)

Question FOUR

- a) Give the various functions that accounting information can be used for? (10 marks)
- b) Discuss the fundraising types that can be used? (10 marks)

Question FIVE

- a) Discuss the implications of donor dependency? (10 marks)
- b) Discuss the objectives of resource mobilization? (10 marks)