



# TECHNICAL UNIVERSITY OF MOMBASA

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## 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: DECEMBER 2016**

**TIME: 2 HOURS**

#### **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.**

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#### **Question ONE**

- a) List and explain the challenges encountered in the drive for fundraising (7 marks)
- b) Describe the sources of funds for fundraising process (6 marks)
- c) Identify the strategies applied to win donor support (7 marks)
- d) Explain the following terms;
  - i. Resource mobilization (2 marks)
  - ii. Fundraising (2 marks)
  - iii. Donor psychology (2 marks)
  - iv. Philanthropy (2 marks)
  - v. Donor (2 marks)

#### **Question TWO**

- a) Explain briefly 5 fundraising approaches that can be used effectively (10 marks)
- b) Discuss the fundraising types that can be used to solicit funds (10 marks)

### **Question THREE**

- a) Give reasons why financial management is important (10 marks)
- b) Highlight the guidelines required to be followed in resource mobilization (10 marks)

### **Question FOUR**

- a) Explain broadly 5 fundraising methods that can be used to solicit funds (20 marks)

### **Question FIVE**

- a) Explain 5 types of donors (10 marks)
- b) Discuss the guidelines to fundraising (10 marks)