



# 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**

- Clearly outline the types of resources in resource mobilization (5 marks)
- Highlight some of the donor fears that are a hinderance to them giving support (7 marks)
- Highlight the emerging trends in resource mobilization and fundraising (8 marks)
- A good mobiliser should have various qualities list and explain them (5 marks)
- Outline the role of media in fundraising and resource mobilization (5 marks)

#### **Question TWO**

- Explain the challenges encountered in fundraising (10 marks)
- State and explain 5 types of donors (10 marks)

#### **Question THREE**

- Discuss the objectives of resource mobilization (10 marks)
- Give various functions that accounting information can be used (10 marks)

#### **Question FOUR**

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

#### **Question FIVE**

- a) Building partnerships for resource mobilization is of great importance, explain why? (10 marks)
- b) Explain 5 characteristics of resources (10 marks)