



# 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:** 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.**

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#### 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)