



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: SEPT 2017

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.

Question ONE

- Highlight the importance of resource mobilization (5 marks)
- Identify any six strategies to win a donor (6 marks)
- Evaluate the role of media in fundraising and resource mobilization (10 marks)
- Discuss the importance of building partnership for resource mobilization (9 marks)

Question TWO

- a) Define the term philanthropy (2 marks)
- b) To win donor support people, change agents should work in dealing with their fears evaluate on such fears (10 marks)
- c) Highlight the objectives of resource mobilization (8 marks)

Question THREE

- a) Define the term natural resources (2 marks)
- b) Before you start fundraising, you should lay the foundation to have compelling reason for donor to give evaluate some of the key elements that will strengthen your case (16 marks)
- c) Differentiate between voluntary donors and involuntary donors as regards living donors (2 marks)

Question FOUR

- a) Highlight the importance of fundraising and resource mobilization (5 marks)
- b) Identify and explain five main qualities of a resource mobilizer (15 marks)

Question FIVE

- a) Identify any five characteristics of resource (5 marks)
- b) State and explain three types of labour (6 marks)
- c) Outline common guidelines on resource mobilization (9 marks)