



# TECHNICAL UNIVERSITY OF MOMBASA

## SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

### SOCIAL SCIENCES

#### UNIVERSITY EXAMINATION FOR:

BSDS Y4S1

BDS4405: RESOUCCE MOBILIZATION AND FUNDRAISING

**SERIES: APRIL 2016**

**TIME:** Choose hours HOURS

**DATE:** 29 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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1. a) Briefly explain the following terms as used in life skills citing relevant examples.
    - i) Self-awareness (3mks)
    - ii) Fear reduction principle (3mks)
    - iii) Personal values (3mks)

b) Citing relevant examples explain advantages of effective communication. (6mks)

c) Using relevant examples, briefly describe how personal development is promoted today. (6mks)

d) Citing relevant examples describe any three behaviour modification techniques. (6mks).
  2. a) Identify a conflict situation and explain with justifications skills you would employ to settle the conflict. (12mks)
  - b) Describe challenges you are likely to experience in (a) above and possible remedies. (8 mks)
  3. a) Suggest skills you feel are beneficial for university student leaders and justify your choices. (12mks)
  - b) Describe the effects of personal attitudes on interpersonal relationships. (8mks)
  4. a) Victoria lives in Gorogocho slums where crime, taking drugs, and irresponsible life is the order of the day. Advise Victoria on skills necessary for her to evade involvement. (8mks)
  - b) Critically analyze factors that influence how individuals evaluate themselves. Give examples. (12mks)

5. a) Building Social responsibility can be possible only when certain skills are applied. Substantiate citing relevant examples. ( 12mks)
- b) Describe the relationship between understanding self and interpersonal relationships.(8mks)