



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

BSDS Y4S1

BDS4405: RESOUCCE MOBILIZATION AND FUNDRAISING

SERIES: Select series Pick year

TIME: Choose hours HOURS

DATE: 29 Mar 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.

Question ONE

- (a) Distinguish between Resource Mobilization and Fundraising (4 marks)
- (b) Outline using examples six reasons why donors give donations (6 marks)
- (c) Describe FIVE ways in which an Organization can generate wealth to fund projects (5 marks)
- (d) Explain the importance of Website to an Organization during Fundraising and Resources Mobilization (5marks)
- (e) Explain using examples FIVE challenges of Fundraising (5 marks)
- (f) Describe FVE risks of Enterprise Fundraising (5 marks)

Question TWO

Identify and discuss THREE International Foundations in their involvement in in Project Management (20 marks)

Question THREE

Discuss the role of Corporate Donors in Development in Kenya (20 marks)

Question FOUR

Discuss using examples the role of the following categories of donors in enhancing development

(a) Multilateral Development Bank

(10 marks)

(b) United Nation Agencies

(10 marks)

Question FIVE

Discuss using examples the achievements and challenges of Micro Credit Programs in their involvement in Development in Kenya .

(20 marks)