



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:
DIPLOMA SOCIAL WORK COMMUNITY AND DEVELOPMENT
DSW 2211: FUNDRAISING AND PROJECT RESOURCE
MOBILIZATION

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

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

- a) Explain the following terms;
 - i. Donor (2 mark)
 - ii. Fundraising (2 mark)
 - iii. Resource mobilization (2 mark)
- b) Outline the types of resources in mobilization? (5 marks)
- c) Illustrate the role of media in fundraising and resource mobilization? (5 marks)
- d) Identify the strategies applied to win donor support? (7 marks)
- e) State and explain five types of donors? (7 marks)

Question TWO

- a) Explain in details the fundraising approaches that can be used? (10 marks)
- b) Outline 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) Describe 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) b) Discuss the types fundraising that can be used? (10 marks)

Question FIVE

- a) Highlight the implications of donor dependency? (10 marks)
- b) Outline the objectives of resource mobilization? (10 marks)