



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:
BACHELOR OF ARTS IN DEVELOPMENT STUDIES
HDS 4206: RESOURCE MOBILIZATION AND FUNDRAISING
SERIES: APRIL 2025
TIME: 2 HOURS
DATE: Pick DateApr 2025

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

- i. Explain the different types of natural resources (8 mks).
- ii. Highlight five reasons why donors give (5 mks).
- iii. Discuss four challenges to resource mobilization in Kenya (8 mks).
- iv. Highlight nine types of fundraising techniques available for use in fundraising for projects (9 mks).

Question TWO

- a) Describe **FOUR** key areas for a successful project proposal as a tool for fundraising (10 mks).
- b) Discuss **FIVE** ways to overcome fundraising challenges (10 mks).

Question THREE

- a) Explain five factors to consider in fundraising (10 mks).
- b) Describe negative implications of donor dependence strategies to win donor support (10 mks).

Question FOUR

- a) Discuss five strategic steps involved in improving resource mobilizations plans (10 mks).
- b) Explain various ways of motivating donors to give in resource mobilization (10 mks).

Question FIVE

- a) Describe five general guidelines in fundraising (10 mks).
- b) Argue for the importance of building partnerships in resource mobilization (10 mks).