



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

**DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT**

**DIPLOMA IN COMMUNITY DEVELOPMENT AND COUNSELING  
(DCDC SEPT 11 & M 13)**

**BCD 2211 : FUNDRAISING IN PROJECT AND RESOURCE  
MOBILIZATION**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**SERIES: JULY, 2014**

**TIME: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

- This paper consists of **TWO** sections **A** and **B**
- Section **A** is **COMPULSORY**
- Answer any **TWO** questions from section **B**
- This paper consists of **2 printed** pages

**SECTION A: COMPULSORY)**

**QUESTION 1**

**(a)** Define the following terms:

(i) Fundraising (2 marks)

(ii) Strategic planning (2 marks)

(iii) Proposal (2 marks)

(iv) Resource mobilization (2 marks)

(v) Donor (2 marks)

**(b)** List and explain the types of funding proposals. (10 marks)

**(c)** State and explain the principles of donors. (10 marks)

**SECTION B: Answer any TWO questions from this section**

**QUESTION 2**

(a) State and explain the Ethical Issues that need to be respected in resource mobilization (10 marks)

(b) Discuss the role of media in fundraising. (10 marks)

**QUESTION 3**

(a) Discuss with relevant examples the guidelines to resource mobilization. (10 marks)

(b) State and explain any FIVE tools for fundraising. (10 marks)

**QUESTION 4**

Explain the checklist of working on proposal before submitting to the donor. (20 marks)

**QUESTION 5**

(a) Discuss the elements of effective fundraising. (10 marks)

(b) Highlight and explain the major expectations of donors in fundraising. (10 marks)