



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

## DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

DIPLOMA IN COMMUNITY DEVELOPMENT AND COUNSELING  
(DCDC M 11)

**BCD 2211 : FUNDRAISING AND PROJECT RESOURCES MOBILIZATION**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER, 2013

**TIME:** 2 HOURS

### **INSTRUCTIONS TO CANDIDATES:**

-The paper consists of **TWO** sections **A** and **B**

-Section **A** is **COMPULSORY** and carries **30** marks.

-Answer **ANY TWO** questions from section **B**

This paper consists of **3** printed pages

### **SECTION A: (COMPULSORY) 30 MARKS**

#### **QUESTION ONE**

(a) Define the following terms:-

(i) Resources mobilization (2 marks)

(ii) Fundraising (2 marks)

(iii) Strategic planning (2 marks)

(iv) Marketing (2 marks)

(v) Logical framework (3 marks)

(b) (i) Differentiate between restricted and unrestricted funds (4 marks)

(ii) Traditional resources funds and non traditional resources funds. (4 marks)

(c) State any **FIVE** objectives of resources mobilization. (5 marks)

(d) Explain the guide of knowing the donors (6 marks)

### **SECTION B : ( Answer any TWO questions from this section) 40 marks**

#### **QUESTION TWO**

Discuss the steps of working on logical framework (20 marks)

#### **QUESTION THREE**

(a) Discuss the qualities of a resource mobiliser. (10 marks)

(b) State and explain the strategies of winning donor support (10 marks)

#### **QUESTION FOUR**

Discuss the steps of strategic planning process (20 marks)

#### **QUESTION FIVE**

(a) Discuss the factors to consider in formulation of a project proposal. (10 marks)

(b) Explain the role of media in resources mobilization (10 marks)