



Technical University of Mombasa

Faculty of Business & Social Studies

DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

**DIPLOMA IN COMMUNITY DEVELOPMENT AND COUNSELING
(DCDC)**

BCD 2202: ENTREPRENEURSHIP EDUCATION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: MARCH, 2014

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

- Answer questions **ONE** and any other **TWO** questions.
- This paper consists of **2 printed** pages

QUESTION ONE (COMPULSORY)

- (a) Explain the meaning of resource mobilization (2 marks)
- (b) State and explain any **THREE** types of resources. (9 marks)
- (c) Outline and explain the importance of resource mobilization. (9 marks)
- (d) Examine any **FIVE** guidelines for fundraising. (10 marks)

QUESTION TWO

- (a) Briefly describe any **FIVE** strategies used in order to win donor support. (10 marks)
- (b) Discuss the role of media in fundraising. (10 marks)

QUESTION THREE

- (a) Explain the meaning of a proposal. (2 marks)
- (b) Describe the format of a project proposal. (8 marks)
- (c) Briefly, describe the challenges of using a proposal for fundraising and resource mobilization. (10 marks)

QUESTION FOUR

- (a) Describe the fundraising process. (10 marks)
- (b) Using examples, discuss any **FIVE** emerging trends in resource mobilization and fundraising. (10 marks)

marks

QUESTION FIVE

- (a) Outline and explain the various types of donors (10 marks)
- (b) Discuss the implications of donor dependency (10 marks)