



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF ENVIRONMENT AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF ENVIRONMENTAL SCIENCES

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE (COMMUNITY RESOURCE MANAGEMENT)

BACHELOR OF ENVIRONMENTAL STUDIES (COMMUNITY DEVELOPMENT)

ECD 321: RESOURCE MOBILIZATION AND ECONOMIC EMPOWERMENT

DATE: 19/01/2021

TIME:8.30-10.30 AM

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Explain the following terms as used in resource mobilization.
- i. Prospecting (2 marks)
 - ii. Relationship building (2 marks)
 - iii. Organizational management (2 marks)
 - iv. Donor map (2 marks)
- b) Explain four principles that guide resource mobilization process (8 marks)
- c) Describe any three challenges faced by community development organisations in resource mobilization (6 marks)
- d) Discuss the factors that limit youth empowerment in Kenya. (8 marks)

QUESTION TWO (20 MARKS)

- a) Explain the importance of developing a resource mobilization strategy before mobilizing resources for community development initiatives. (10 marks)
- b) Discuss the role of a communication plan in resource mobilization. (10 marks)

QUESTION THREE (20 MARKS)

Assume you have been hired by a non-profit organisation as a resource mobilization officer with functional responsibilities of developing solicitation strategies and maintaining relations with

donors to ensure continued funding. Describe practical ways that you will use to accomplish those responsibilities

QUESTION FOUR (20 MARKS)

Suppose you are an expert working with a Community Based Organisation to mobilize resources for a local water project.

- a) Justify why you will focus on local sources of resources rather than from external donors (10 marks)
- b) Describe practical ways that you will use to solicit local resources clearly indicating whom you will target with each (10 marks)

QUESTION FIVE (20 MARKS)

Supposing you are approached by a local Non-Governmental Organisation (NGO) to develop a strategy of empowering women economically post-COVID-19, clearly describe five specific initiatives that you are going to recommend