



# 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

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## **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