



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN SOCIAL WORK

RESOURCE MOBILIZATION AND FUNDRAISING: 2428:203/RM

DATE: 2/9/2021

TIME: 11.30-2.30 PM

INSTRUCTIONS:

ANSWER ALL THE QUESTIONS

QUESTION ONE (20 MARKS)

- Describe **five** types of fundraising activities undertaken to raise funds. (10 marks)
- Explain **five** guidelines that a resource mobilization agent should consider when evaluating a project. (10 marks)

QUESTION TWO (20 MARKS)

- Explain **four** strategies of forming partnership for resource mobilization. (8 marks)
- Recently, the Government of Kenya legislated a policy to preserve material resources. Explain **six** benefits that accrue to the community from material resource preservation. (12 marks)

QUESTION THREE (20 MARKS)

- Citing at least **two** examples, differentiate between legal and ethical issues in fundraising. (8 marks)
- Discuss **six** tools used in fundraising process. (12 marks)

QUESTION FOUR (20 MARKS)

- a) Outline **five** challenges that face many organizations in their strategic planning. (10 marks)
- b) Describe **five** methods used in collection of data for marketing research. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss **five** advantages of project proposal in resource mobilization. (10 marks)
- b) State and explain **five** characteristics of a proposal. (10 marks)